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Memphis Greets You



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MEMPHIS

BLUFF CITY
ENGINE CO.

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MAY 29 1916

The Memphis of Yesterday and Today

By Edward McCormack, Publicity Division, Business Men's Club

NARK back to the days of Pharaohs and weave your thoughts about the historic city of the Nile—Memphis. White walled, spreading over many acres, strong in its soldiery and men of commerce, beautiful in its women, dignified in its art and learning—such was the Memphis of Old.

Poets limned lines to her, carvers of stone and penmen of sheepskin wrote her history—kings of war and chieftains of industry made her great.

And Nature, soft and silent, caused the Nile to rise and to fall and to make fertile the Delta. Great crops were gathered and there was peace, happiness and contentment.

Came another day in a new world.

Chisca, Chief of all the Chickasaws, had builded his village, and to it came DeSoto, the Spaniard, proud and warlike, to treat with him in peace.

Upon a high and mighty bluff they stood. The floods of the Mississippi, Father of Waters, rolled at their feet. To the North stretched the forests with their timber and game, to the East were the mountains covering billions in minerals, to the West the foothills were blessed with the natural orchards and to the South was the great Delta of the new world.

The peace compact was made. DeSoto and Chisca went with the speeding years, but the village of Chisca remained and became Memphis. In its schools, and at their mothers' knees, the children read of Chisca and of DeSoto and dreamed dreams of what was yet to come.

Commerce followed. The fields were tilled. Manufactories sent their smoke upwards to blend with the blue above. Great buildings reared their lofty heights, men grew more learned, wider spread the city; streets, avenues and boulevards were laid across the once tilled lands; the wonderful conveyances of steam, electricity and even of the air—light, telegraph, telephone—man's ingenuity and Nature's beauty, were welded into a great civic masterpiece—and Memphis was made.

Cotton for the world, lumber for the nations, the products of a myriad of mills, the cargoes of fleets of steamers,—a type of commerce and of fair dealing that is notable—these are the beatitudes of which Memphis sings.

Memphis! The magic word linking the Mysterious Yesterday to the Magnificent Today.

Men of trade call her The Queen City of the Valley, men who chronicle the lives of nations refer to her as The City Historical, lovers of art say that she is the City Beautiful, the traveler knows that she is the City Hospitable—and that is why, rolling them all into one, the Memphian speaks of Memphis as THE CITY WONDERFUL.

Of the Memphis of Yesterday, there remains the Nile and a century-blackened group of stones—of the Memphis of Today—Ah, that is another story.



THE "ST. MARK'S" OF MEMPHIS—COURT SQUARE

Memphis—City Wonderful

MEMPHIS—the City Wonderful—awaits you! High on the bluffs of the Chickasaws, above the turbulent waters of the Mississippi, the capital of an inland empire bids you welcome.

Go where you will, travel where you may, roam foreign shores or search these United States, and for progress, strength, beauty and learning you will find few cities that equal Tennessee's metropolis. In every respect it is the ideal convention city.

Even before the Indians, Memphis was the favored meeting place of man. The Mound Builders made the bluffs upon which Memphis now rears its lofty buildings their headquarters. This is plainly shown by their works, which still survive and make keenly interesting to the visitor one of the most recently acquired city parks.

That was hundreds and hundreds of years ago, for so ancient are some of the relics found in these mounds that they baffle the analysis of men who have made antiquities the study of a lifetime. But one fact is certain, and that is that here the Mound Builders lived and here they flourished until probably some savage tribe drove them from their haunts and finally exterminated them. History chronicles

that the next inhabitants of the great bluffs were the Chickasaws, the Choctaws and the Quawpaws, all Indians, and, as Indians go, wise and strong in their learning and warfare.

Memphis was known as their great place of council. A pretty legend tells us that upon one occasion, Chisea, chief of the Chickasaws, decreed that for a score of years no Indian should put his arrow to the string against a fellow brave. The Omnipotent One, so this legend says, had appeared to Chisea and told him that here all must be peace and quiet. Warfare weakens men and the Chickasaws had been demoralized by their many tribal battles. Chisea's decree was obeyed to the letter and a time came when this tribe ruled over all of the valley and were known as the Nation of Peace.

The old chief's fame for wisdom and learning spread to such an extent that even the faraway Delawares and the roving Seminoles sent peace delegates to his long wigwam.

The wily Chickasaw found that he could capitalize the advantages that nature had given to his camp site, and so he encouraged these visits and



ONE VIEW OF THE BUSINESS DISTRICT

incidentally hinted that his tribe were good folks with whom to deal.

North to the Ohio, south to the Everglades, west to where roamed the wild Apache, and east to the campfires of the learned Delawares spread the news, and although there was not much interchanging of goods in those days as compared to the inter-city trade of the present day, still the sagacious Chisea soon became big enough to have been subjected to government inquiry and regulation—had there been a Congress to probe him at that time.

This established the site of Memphis as a place of commerce. When De Soto, after cutting his way through the forests and the hostiles, at last found himself upon the banks of the Mississippi at the point where De Soto Park now stands, he was surprised to find that just to the north of him was a thriving village where commerce and not warfare was the principal occupation.

The Spanish discoverer gazed out across the Mississippi, and, like Sir Launfal, he had seen his greatest destiny. A short time later he died and with the subdued roar of the great river as his funeral dirge, his remains were buried by night beneath its surface.

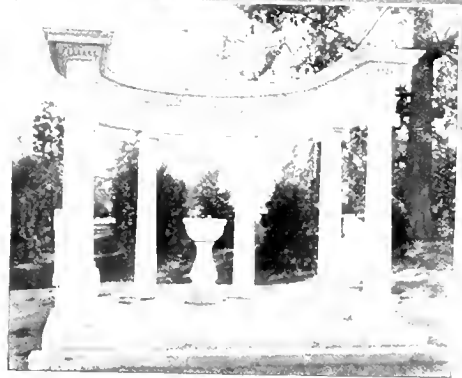
So runs the story that is history. De Soto had come and his followers told such graphic stories of

the wealth of the new country that it was only a short time before a Spanish settlement and block-house were built on the banks of the mighty stream. The Chickasaws welcomed the newcomers and dealt with them and grew richer. Indian trust and confidence, however, were no match for paleface greed and rum, and then the white man did another unwise thing. He traded his guns to the Indian for furs and skins. Of course, Mr. Indian had to learn to shoot the "fire-sticks," and with copper-colored suavity he proceeded to practice his marksmanship upon the paleface.

Long-haired settlers with longer squirrel guns began to let their anger get the better of them, and before many moons the Chickasaws were in the unique position of being ousted from their own happy hunting grounds and deported from Tennessee into Arkansas.

That is how the white man came to Memphis. He has been here ever since, and he hasn't missed a day in adding to the beauty and endurability of the city.

The result! Ah, that is a thing of which Memphis is proud. The citizens will talk to you by the hour of it. They will receive you as a long-lost brother and take you into the fold with the same spirit that the original prodigal was received. If business interferes with telling you of the merits of Memphis,



TWO VIEWS OF OVERTON PARK
A LANDSCAPE SCENE AND A MEMORIAL FOUNTAIN

they will give up their business, because they know that, out of sheer gratitude, you will return it two-fold into their laps at the first opportunity. Didn't some one, at some time, somewhere, say something to the effect that the Memphis spirit was a germ that bit often and quick and flourished like a boll weevil? That about sums it up, although the comparison isn't a very pretty one. The chances are that if you let an honest-to-the-Lord-bred-in-the-bone Memphian take you out sightseeing for an hour, that in less time than that you will be figuring on buying a five-room bungalow with hardwood floors and an open fireplace on a fifty-foot lot somewhere out at the end of a car line.

The Business Men's Club is greatly responsible for this Memphis spirit. Its slogan is "For Memphis," and no two words ever said as much in less time than does that pair. It is "For Memphis," first, last and always, and it has worked so hard and persistently that almost every one in this great big country knows just why Memphis is so proud of herself.

For instance: Did you know that Memphis in the past ten years has grown faster in population than any other city in the United States? Well, it has. Look at this table:

In 1880, Memphis had a population of 33,892;

in 1890, 64,495; in 1900, 102,320; in 1913, 150,501. Exact city directory population, 1915—216,450.

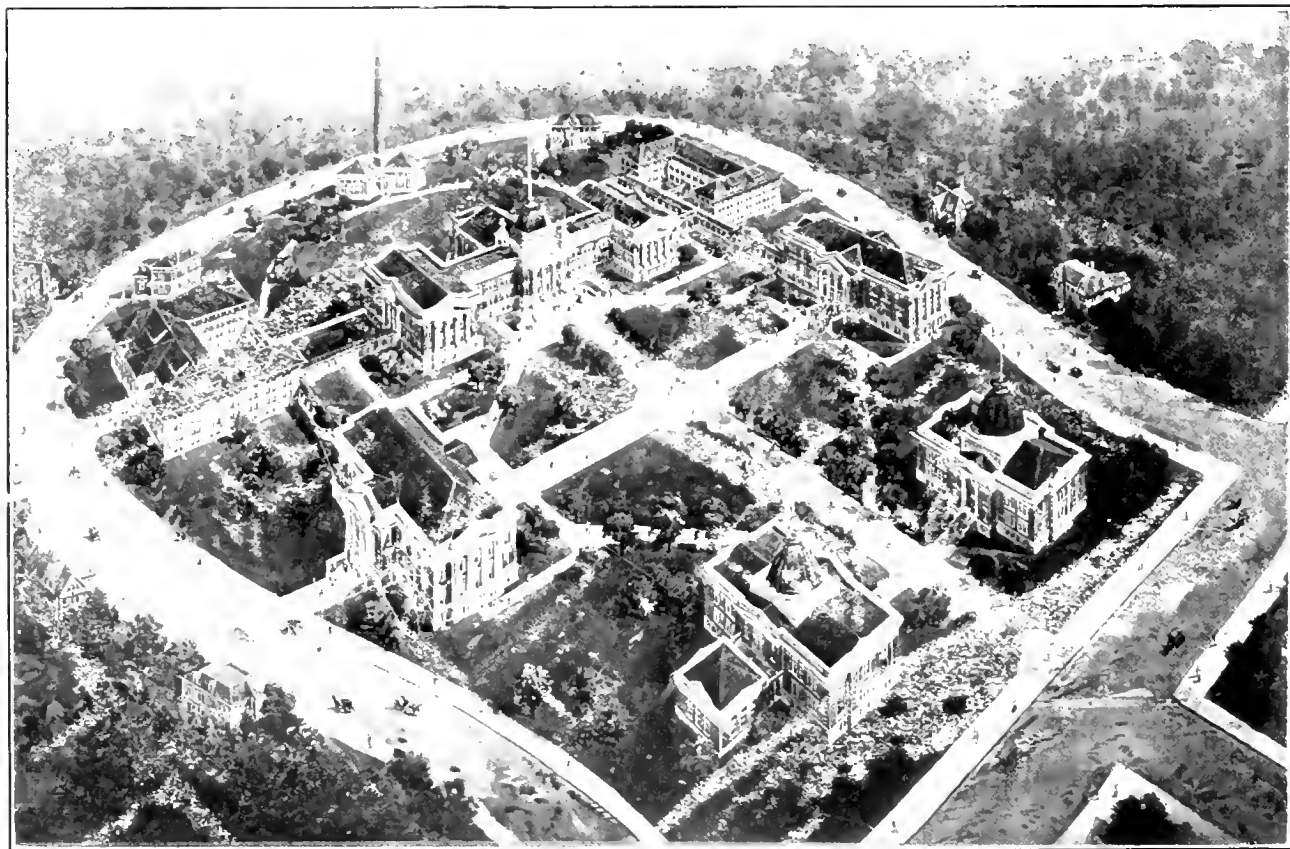
Memphis has commission government and that, too, is saying a whole lot in a very few words. This is, without a doubt, the most up-to-the-minute form of municipal management, and the success of the method is shown by the fact that the city has far exceeded in improvement even the expectations of the men who promoted the plan.

Memphis has the lowest freight rates in and out for any city within a given radius of miles. It has eleven trunk lines and they operate seventeen separate and distinct railroads. It is the home of 175 steamboats, and the big stream is an eternal assurance of low rates.

The increased traffic through Memphis to the West has necessitated the construction of another magnificent bridge. It will be three miles long and will cost five millions of dollars. Three trunk lines will operate over it and an interurban route is also being planned to cross it.

Memphis has 206 miles of the finest paved streets in the South. Its parkways are adjudged the prettiest this side of the Ohio, and many cities have sent their landscape gardeners here to study them. One hundred and twenty miles of street railway cover the city with a network of tracks.

The death rate in Memphis is only 9.03 per thousand, making her rank third to all American cities.



THE WEST TENNESSEE STATE NORMAL

Memphis is the largest cotton market in the world, and has been for so many years that no one now ever takes the time to even dispute her claim. The Memphis dealers handle an average of 1,000,000 bales per annum. On lumber of hardwood varieties, Memphis also holds uncontested claim. Her output is one billion feet a year.

There are a hundred and one other things in which Memphis excels. Here are some of them as put forth by John M. Tuther, Secretary of the Business Men's Club. Read them. Fact is better than fancy, and figures more entrancing than fiction.

As a basis for its wonderful prosperity—Memphis has:

216,450 of the best people on earth.

Commission form of government

Eleven trunk line railroads, operating seventeen distinct lines in and out, having physical connection each with the other.

The Mississippi River, with perpetual deep water navigation.

The only bridge crossing Mississippi River below mouth of the Ohio, and a second one under construction.

The best municipal regulations as to railroads in matters pertaining to switching charges, car service, etc.

Three belt lines, affording unexcelled factory and industrial sites within Memphis switching limits; with municipally controlled interchange switching, at lowest rates in the United States.

The best distributing facilities of any city South or West.

More than 600 manufacturing industries.

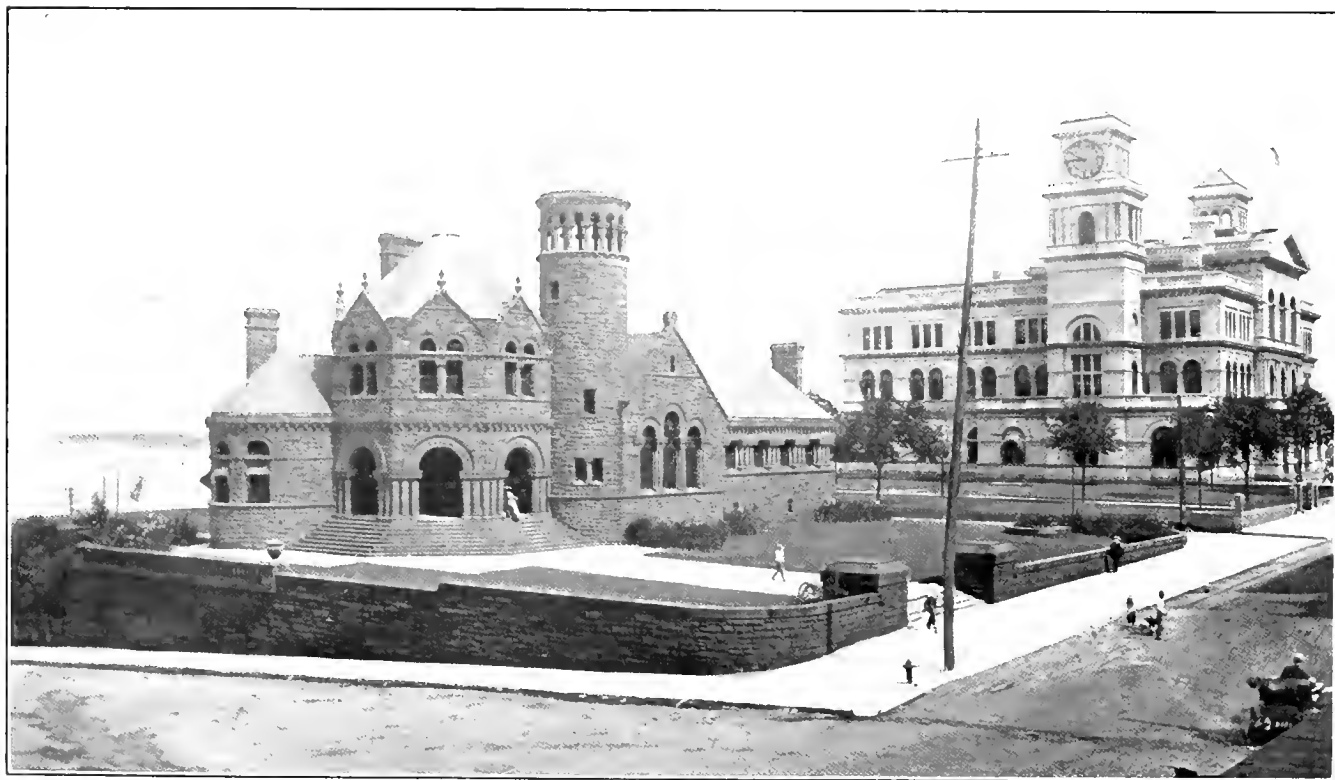
The greatest advantages to foreign factories for storage and for distribution of goods.

Ideal labor conditions and ample labor supply, both white and colored.

Advantage over every other point as a cotton spinning center. On cotton products for distribution to the West and Southwest the saving in freight rates alone, as against New England points, amounts to \$5.60 per bale.

Unexcelled advantages as a meat packing center; has three stock yards and one local packing house, and arrangements are completed for location of mammoth stock yards and packing houses.

More and better hotel accommodations than any other city of its size in America.



THE CUSTOM HOUSE AND LIBRARY ON THE RIVER FRONT

Twenty-seven banks and trust companies, with \$9,000,000 capital and \$51,000,000 deposits.

Best and most influential newspapers in the South, each devoted to the material advancement of this city and territory.

Business Men's Club. The mission of this club is to advance the industrial, commercial and material interests of Memphis and of the territory surrounding.

Ten days' stop-over privilege on all through railway tickets.

Largest cotton market in the world, handling 1,000,000 bales per annum. (Memphis shipped cotton commands the highest price in all domestic and foreign markets.)

Is the largest hardwood producing lumber market in the world, handling in 1910, 670,000,000 feet. Total lumber output, 1,000,000,000 feet.

Is the largest producer of cotton seed products in the world.

Is alive to the necessity for more factories. Its citizens and the railroads pursue a liberal policy toward industrials proposing to locate here, and to those already operating here.

Is government port of entry, having the finest custom house in the South.

Is the home port of 175 steamboats.

Is the third largest grocery jobbing market in the United States.

Is the best convention city in the United States.

Is located in a richer and more rapidly developing territory than any other city in the United States.

For the pleasure and comfort of her people Memphis has:

1,200 acres in improved parks, and has highly improved fair grounds, containing 111 acres.

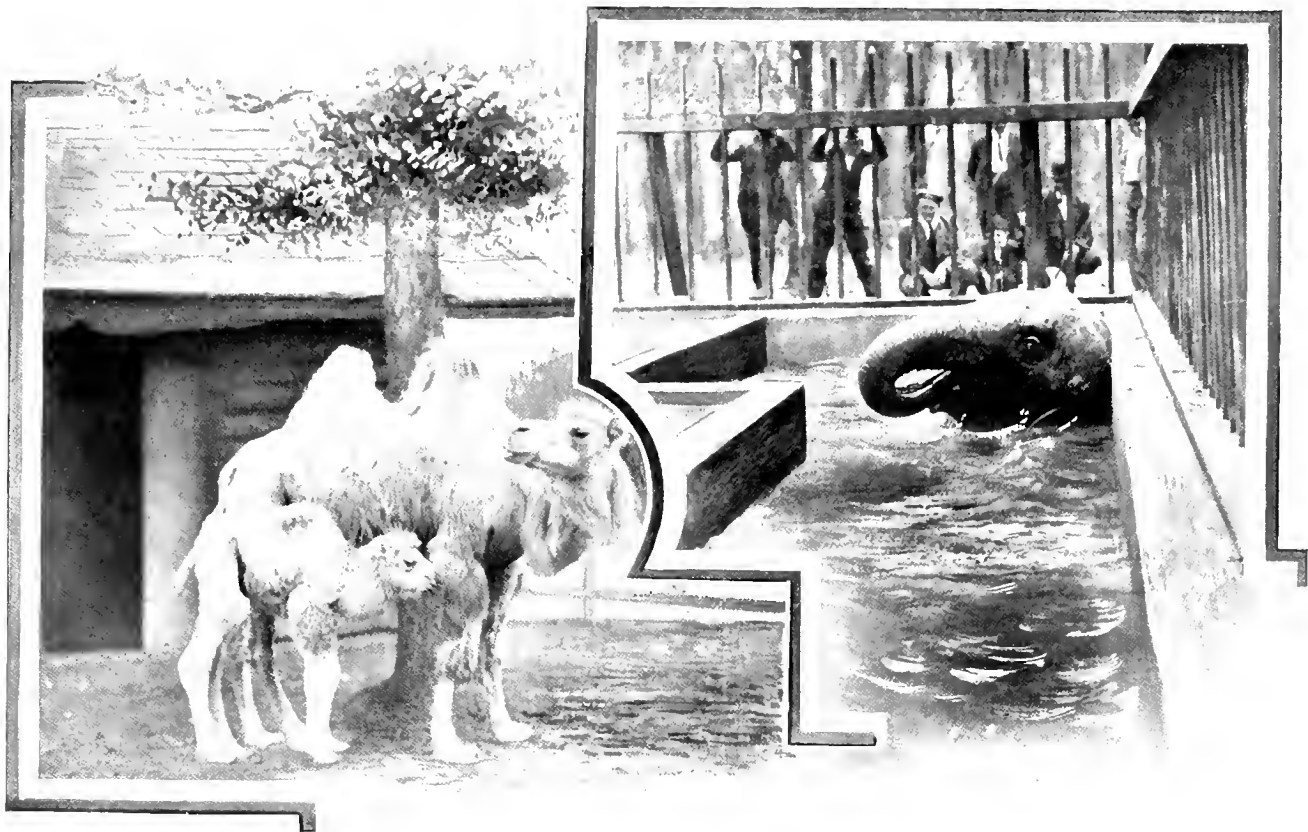
11½ miles parkway, 70 per cent being boulevarded, double roadway; \$1,000,000 additional will be expended on parks and parkways.

240 miles improved streets, with \$3,000,000 to be expended in further improvements of streets in the next three years.

800 miles standard macadam county turnpikes, having more improved mileage than any other county in the United States.

120 miles electric street railways.

The largest and most complete zoological garden in the South, containing over 2,000 interesting specimens.



A NATIVE AND ITS MOTHER

ELEPHANTINE SANITATION

The best water used by any American city, supplied by the largest artesian water system in the world.

Is located on river bluff, the entire city being 50 feet above highest water mark.

The best and most equable climate in America.

The model sewerage system of the world, with perfect surface drainage.

39 schools, colleges and seminaries; 6 business colleges, 2 medical colleges, 10 hospitals, 3 public libraries, with a \$650,000 newly constructed Indus-

trial High School building, and \$1,000,000 State Normal School. Has three departments of University of Tennessee.

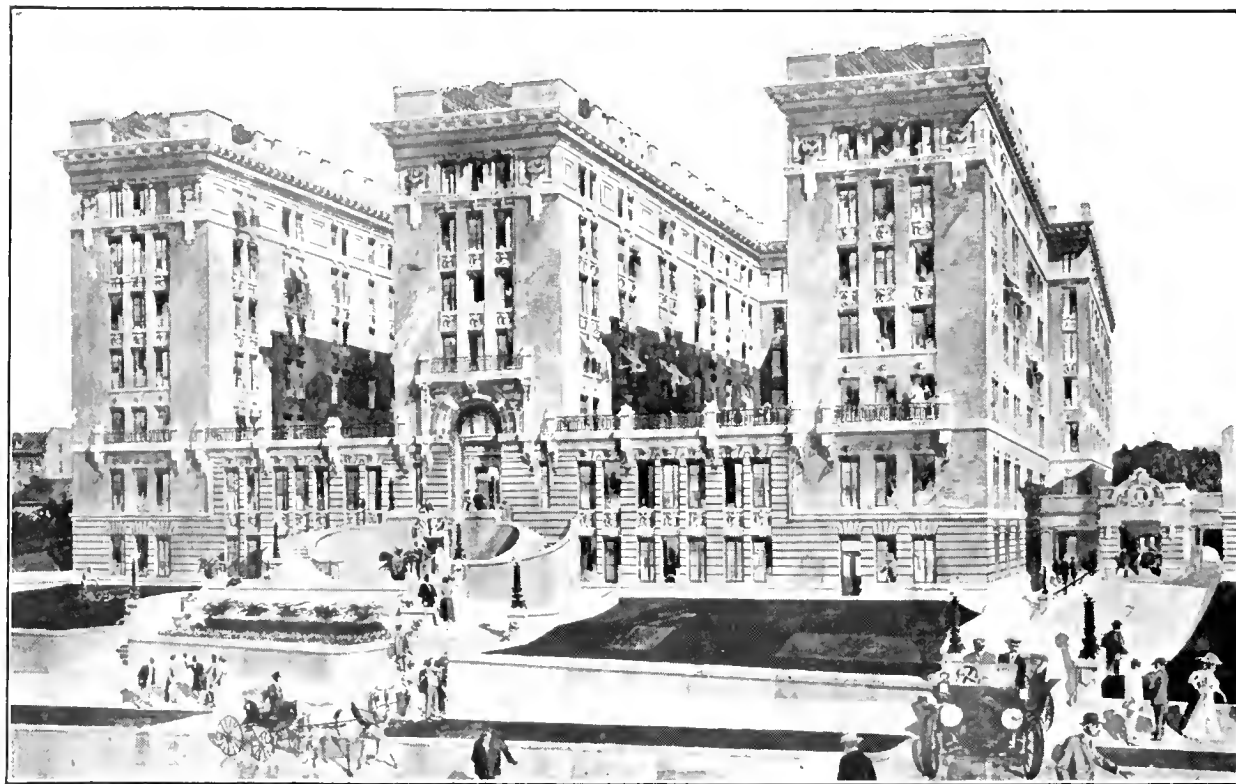
The finest and handsomest courthouse in America.

Just completed two magnificent passenger terminals—the New Union and the Grand Central stations.

157 churches.

Five regular theatres, 30 popular priced theatres, and three park theatres.





BAPTIST MEMORIAL HOSPITAL

How to See Memphis

TO THE visitor Memphis affords splendid opportunities for sight-seeing. The city is complete in commercial and historical interest.

Within the boundaries of the business district there are a score of points of interest.

Be it known that the center of Memphis is Main Street and Madison Avenues. This is the hub of the city.

Suppose that you stand at this corner for just a moment.

Main street stretches to the North and South. It is wide, excellently paved, well policed and is fairly seething with activity.

Just a block to the south, at the corner of Monroe, there is a three-story building. This building would hardly attract your attention. There is apparently nothing unusual about it except that only recently it broke all records for Southern realty prices. The new owner paid \$6,400 per front foot for it. The closest that this mark has been approached was a recent sale in Atlanta where \$5,800 per front foot was paid.

Within a few feet of this structure is the Business Men's Club—a pretty six-story edifice of red

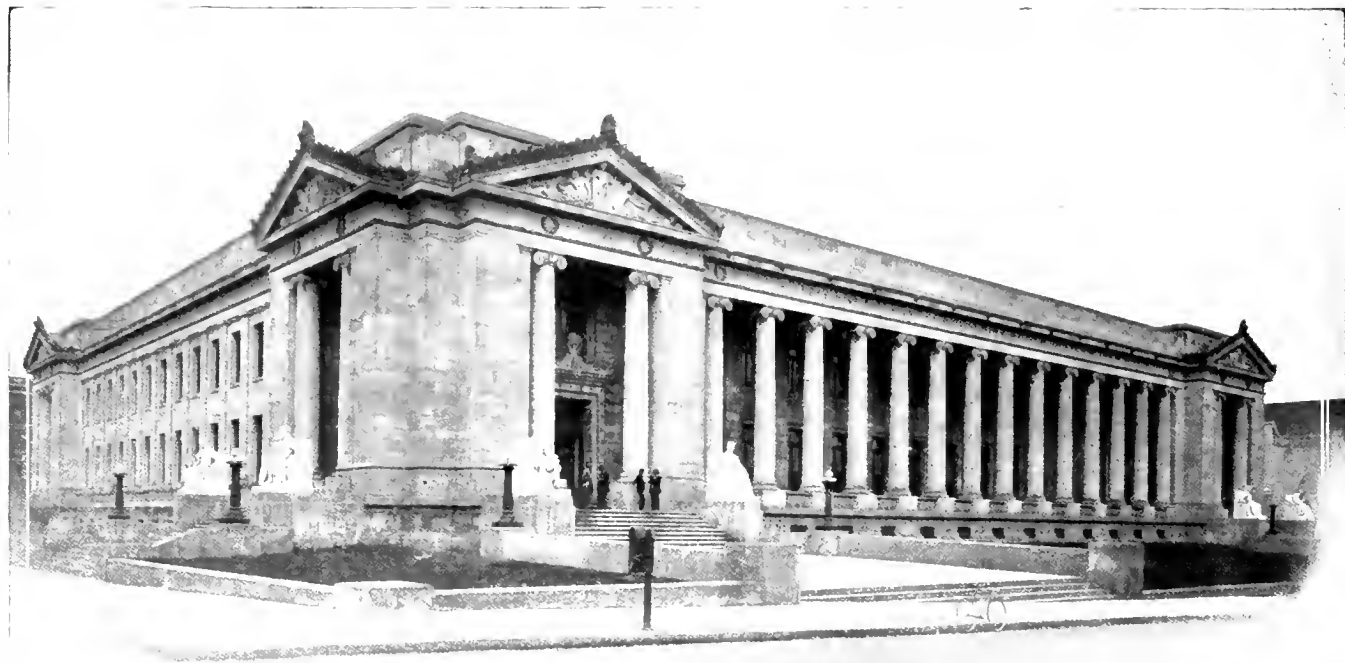
brick, fireproof, and said to be one of the most elaborate and complete clubhouses in the country.

Visit the club. You are welcome. See for yourself how this organization works. You can very profitably spend a half hour or so in the building.

To the north of Main and Madison is Court Square, the St. Marks of Memphis. Here great flocks of pigeons make their homes and timid squirrels have been so petted and pampered that they have become quite bold and will not hesitate to pick one's pocket for any little delicacy you may have concealed.

One block west from Court Square is Confederate Park, with its battery of old guns as grim reminders of the great inland naval battle that was waged off this point half a century ago. Several of these cannon are said to have been among the largest used by the Confederate army. The spot is now a beautiful park—one of the smaller ones of the Memphis system.

The view from this point is unexcelled. North is the great bend famous in Indian legends as one of the most magnificent on the river. Nowadays, however, the Indian legend has given way



CITY HALL AND COURT HOUSE

to commercial growth, for across on the point that juts out into the swift current freight engines are busy handling their strings of cars. Quite a clash between the primeval and the modern, or the artistic and the prosaic, eh? But then business is no respecter of traditions.

To the south stretches the skeleton-like length of the great Memphis bridge—once acknowledged in every land as one of the most remarkable engineering feats of that day. Time was when this bridge was considered more than sufficient to handle all of the traffic between the two coasts, but Memphis and the Leland Empire, of which she is the capital city, have grown so fast that another bridge is now under construction—a five million dollar project that will far overshadow any span along the entire length of the great Father of Waters. This bridge will have an interurban trolley service, double railroad tracks, pedestrians' walks, and a free wagon way.

One end of this great span will rest upon the spot where De Soto stood when he led his band of discoverers to the banks of the mighty Father of Waters. And so this five million dollar monument to J. T. Harahan, the man who headed the first company to finance it, will also be a modern memorial to De Soto.

Now walk back to Main Street. From the Square you can go three blocks north to Adams and then one east to Second street.

Here you are given an insight into a real civic center. The first building, the two-story white stone structure, is the new fire headquarters with its motor apparatus and the latest and best of everything for fighting what a big city fears most—fire.

Adjoining is a building that looks like a library or bank, so imposing does it stand. This is the finest police headquarters in the world—a model in perfection of arrangement, sanitation, usefulness, strength and beauty.

Across the street, covering an entire city block, is the famous Shelby County Courthouse, an architectural masterpiece that has won the plaudits of the lovers of the artistic the world over. Probably nowhere else is there a Temple of Justice that in its very construction looks so impressive and dignified as this great example of old Roman architecture. Its marble pillars, great statues and long corridors all combine in delighting the eye. Here the mills of the gods grind out justice, and here, too, the Mayor and his army of employes have their headquarters.

The church down the avenue is St. Peter's. In reality this building is a cathedral, massive and



CENTRAL POLICE HEADQUARTERS

inspiring—one of the oldest of the Memphis churches, beautiful of interior with its golden-embazoned figures and scenes—revered by Catholics and Protestants alike as hallowed ground upon which many stirring events of the city's life have transpired.

If you wish you may take a Suburban South Memphis car and go out to the big cotton warehouse—the greatest and most complete on the face of the globe. It is a scant twenty minutes' ride. Here the city lines of the Memphis Street Railway Company connect with the Lakeview interurban division, which has a direct route into the heart of Memphis.

At the entrance of the warehouses you are stopped by a guard, who asks that you leave all matches, cigars and cigarettes with him. This gigantic plant has by its careful methods cut the fire hazard down to such a minimum that it is accorded the lowest insurance rate in the world on a warehouse.

The warehouse looks like some great fort with its row after row of white concrete walls.

A guide takes you through this plant. He shows you the compartments in which the cotton is stored, each one of them holding enough of the fleecy staple to pay the ransom of a king.

You could spend a day or two in studying this

plant and find a plenty for marvel, but your time is limited and you must move on.

Before you leave look off to the south and you will see a rice mill in full operation—a mill whose only trouble is in working long enough to fill a demand that is always crying for more. Rice is a new industry around Memphis, but despite its youth it is a giant in size. Some of these days it will rank with cotton, it is said.

You may now get a car and go back towards town. But not all of the way in. At Calhoun avenue and Main street transfer to another Suburban car, this time a Florida street division, and get off for the stock yards. Here, Aladdin has rubbed his lamp and behold, almost overnight there sprang up from a bare plain an immense plant that has already made Memphis the greatest horse and mule markets in the world. Thousands of Southern horses and mules have been sent from these yards to the European armies.

On the way back to town you will pass through a magnificent industrial center. Manufacturing, distributing depots, and numerous small factories are on every side. Then, too, there is the new gas plant, with its great vats that contain enough gas fuel to last the city a week.

Ask for a transfer to a Poplar avenue car and run out to Overton Park. Beautiful residences



"DOWN ON THE LEVEE"

line the way, stately old Southern homes with acres of ground around them. Poplar Boulevard, wide, flawlessly paved, and above all well kept, is a fair example of Memphis streets. There are no finer in the country.

It is a thirty-minute jaunt to Overton. Imagine your surprise when you run from a residence section straight out into the virgin woods. Tall oaks line the way, cypress, elm, weeping willow, hickories, in fact, every kind of tree is found in this great tract.

Nestled down in a pretty stretch of woodland, the pretentious buildings of the Zoological Gardens greet one as a new surprise. No mystery now as to why Memphis is called the City Wonderful, is there? This is the largest free zoo in the world, with but one exception, and the exception is the Bronx, New York. The Cincinnati zoo may be larger, but you pay to visit it.

Here you may see every kind of animal from the stately lion down to the insignificant and yet highly amusing baby monk. Birds of all climes and plumage preen themselves in the sun and splash about in the ponds. An elephant from India trumpets a thunderous answer to the screeching challenge of the owl.

To the north of the zoo you are given a glimpse of the great parkway, said by landscape gardeners

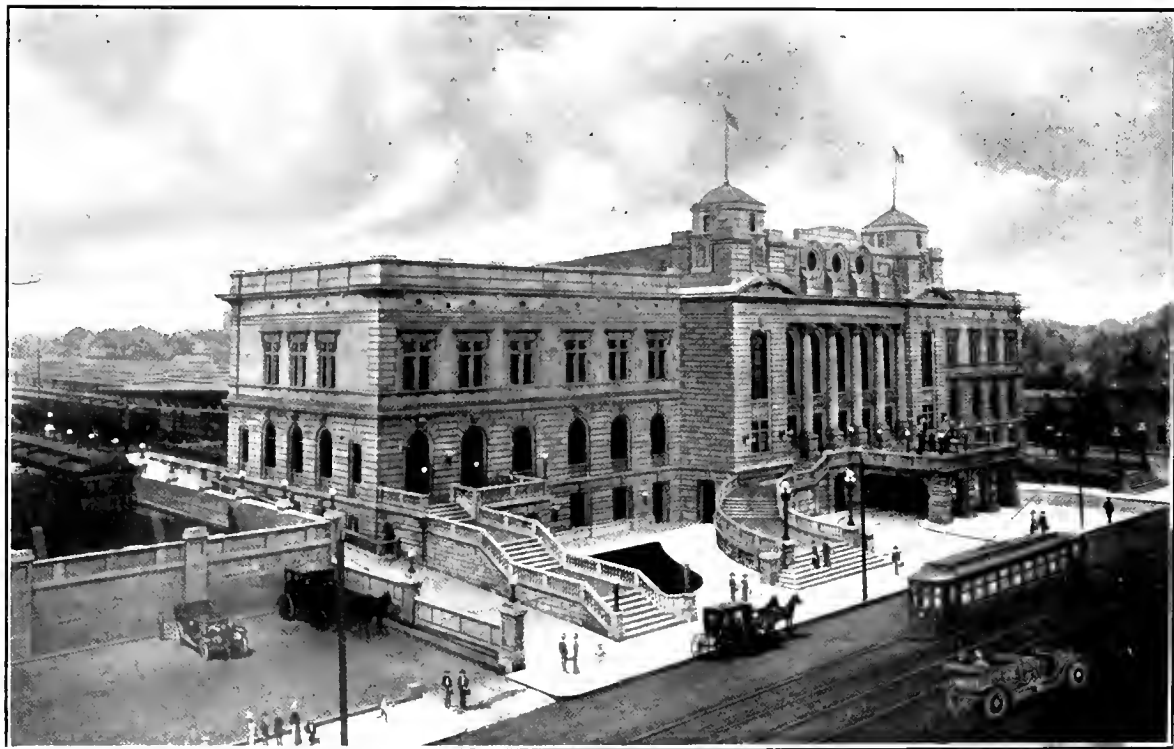
to be one of the most artistic in the country. It encircles the city like a great belt, and it is over fifteen miles in length.

Over to the east of Overton is Binghamton, the industrial suburb of Memphis. The American Car & Foundry and other big plants furnish employment to a host of skilled workmen in Binghamton.

Suppose you walk south. That will give you an opportunity to see the playgrounds, the wading pool, the lily lake, the golf links, the dancing pavilion, the pergola and the memorial. Your attention is especially called to the golf links. This is one of the finest courses in the South, and it is as free as the air that you breathe. Over on the knoll near the bandstand is the new Brooks Museum, a museum in which will be hung fine paintings, and statuary will be preserved in order that our children's children may see the works of art that we admired.

You are at the Poplar Avenue entrance in less time than it takes to tell. If you wish we can walk along one of the driveways through the woods that are pretty in winter, cool in summer and wondrously beautiful when autumn limns them into the multitude of colors that only nature can blend. In ten minutes or so you will strike the parkway again.

Three blocks to the south is the great Tri-State Fair Grounds. Suppose you spend a few minutes there. It is getting along towards late afternoon,



THE MAGNIFICENT UNION STATION

but nevertheless you can't see Memphis without visiting the fair grounds. This is the famous old Montgomery track, where many a famous runner has caused the grand stand to shake and creak under the thunderous applause as he shattered a new speed record. Now the day of the thoroughbred, except for the classy pacers, is past and Memphis has the Tri-State Fair instead. The city bought this park from its owners and turned it over for a municipal playground and fair site. Memphis is one of the few cities in the country owning her own fair grounds. The buildings, now of frame, will soon be replaced by the more substantial stone structures.

The clubhouse has been converted into the now world-famous Bachelors' Baby Hospital—an organization that is as helpful as it is unique.

You can get an East End inbound car here. It is a half-hour ride back into town.

En route to town you will pass East End Park, which is the White City of Memphis; the Baptist Memorial Hospital, said to be one of the finest in the country; the City Hospital, where Memphis takes care of the ill, rich man and the pauper, with equal care; the University of Tennessee Medical Department, and Forrest Park. In this park, which is one of the prettiest of the small recreation grounds, is a magnificent equestrian statue of the

peerless Southern leader. The figure of man and mount is superb; in fact, both seem to be living and breathing instead of inanimate bronze.

Now for the last leg of the journey. Suppose you take a North Second Street car. That will bring you into the very center of the lumber district. And lumber, be it known, is second only to cotton in the making of Memphis. This is admittedly the greatest hardwood lumber market in the world.

On the way out you will pass the main pumping station of the Memphis Artesian Water Company. Here pure artesian water at the rate of about 14,300,000 gallons per day is pumped into the mains and sent to every part of the city. This water comes from hundreds of feet below the surface and does not see even a ray of sunshine until it is put into the glass from which you drink.

At the end of the car line you can go through any one of the great lumber plants and see the mill cut a log into a piece of furniture or grind it into a pulp for use in manufacturing fibre materials. Memphis lumber goes to all parts of the world.

Tired? Just a little. Who wouldn't be? You have covered probably fifty miles or so on your jaunt and now on your way back to town you can well realize that seeing Memphis in a day is a question of moving every minute.



The New
Grand Central
Station is
One of the
Most
Complete
Passenger
Terminals
in the
Country

It is evening. The streets that you left busy and crowded in the full flush of a day are now transformed in magic brilliance. The "White Ways" stretch out like great arms into the night, and high above you many colored lights, thousands upon thousands of them, burn into the blackness—the flaring story of a great city's commercial energy and wealth.

Pick your hotel. Memphis has them in all sizes. If you wish the Bohemian, it will take only a moment to find it; if you seek the quiet of a family establishment, there are many at hand; but if you want the music, the laughter, the song, the dance—Memphis has that, too, and the Tango tea and the cabaret.

And so you suit your taste, and then probably

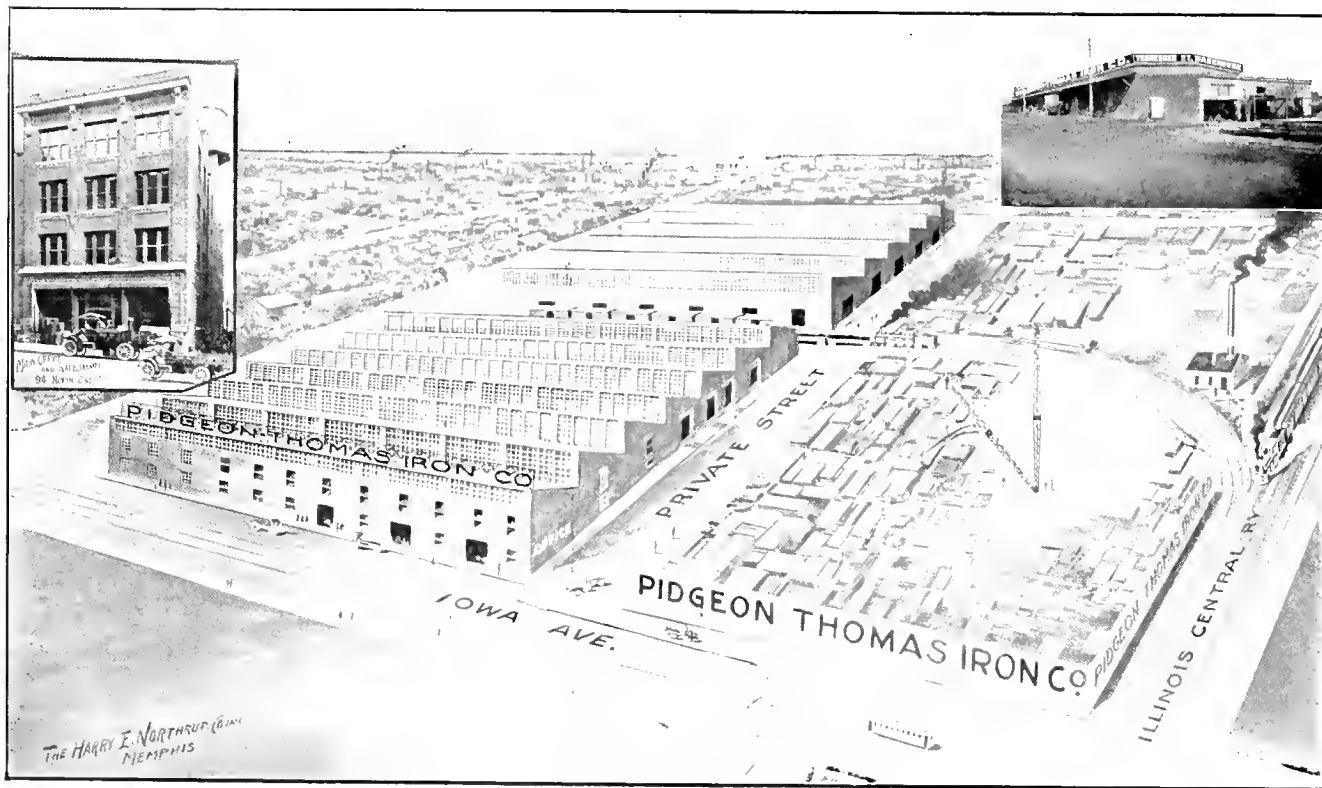
if you wish you may see a show. There is vaudeville and the best of it, drama or comedy—the latest plays as straight from Broadway as wise booking agents can bring them.

You have seen enough of Memphis to convince you that Memphis is indeed a city for you to be proud of. "Queen City of the Valley" they have called it, and in the calling they were right, for none other disputes her title. "The City Magnificent" a great man named it, and in doing so he displayed the good judgment of his greatness. "The City Historical" a poet characterized it, and when he did so he remembered De Soto, Forrest, and the others of lesser fame. "The City Wonderful!" Ah, that is it—strong, hospitable, truly great—such is Memphis.





"THREE OF THE FINEST"



BUILDINGS OCCUPIED BY PIDGEON-THOMAS IRON CO.

Iron

There is probably not a Memphis sky-scraper or a building approaching the sky-scraper class but what has in it materials furnished by the Pidgeon-Thomas Iron Co.

Not only the big structures which adorn the city have been partially constructed from materials drawn from this concern, but also have the trans-Mississippi bridges, one of which is now in course of construction, found it one of the principal feeders of construction material.

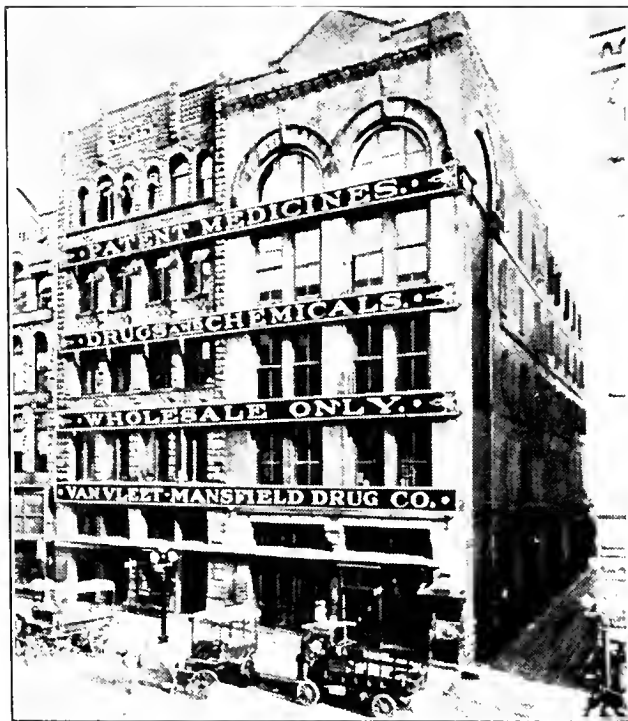
A complete history of the Pidgeon-Thomas Iron Co., running back through the past thirty years would fill several pages. It is sufficient to say that the Monogue-Pidgeon Iron Co., which was organized many years ago, became the Pidgeon-Thomas Iron Co. in 1906.

During the existence of the firm it has enjoyed a distinct place in the mercantile world of Memphis. For instance, as far back as the construction of what is known as the Memphis bridge, when materials needed in the construction line were demanded the firm furnished them. Much of the building material being put into the Harahan bridge is being furnished by the Pidgeon-Thomas company. To go through the records in

the company's office and give a list of Memphis sky-scrapers and other big construction work found there would consume much time and space. The company, for instance, supplied materials in its line for the Cotton Exchange building, Germania Bank and Central Bank buildings, Chisea Hotel and both of the big railway stations. Incidentally the firm furnished all of the steel used in the Chisea Hotel.

At present the Pidgeon-Thomas Co. is making an addition to its Iowa avenue warehouses. When completed the warehouses will occupy an area of 500 by 400, double its present size. The company also has a warehouse on Tennessee street near the Illinois Central station. These warehouses are tapped by spur tracks which facilitate the most economical movement of freight in and out.

The main offices are located at 94-96 N. Second street, between Adams and Jefferson. In this building the company has a storage capacity of 24,000 square feet. The firm handles such materials as railway supplies, mill supplies, supplies for tanners, blacksmiths, oil mills, structural iron and steel in all shapes, tin plate and all kinds of roofing material.



Office and Salesrooms



Warehouse

VAN VLEET-MANSFIELD DRUG CO.

The Largest Drug House in the South

This is not the only distinction enjoyed by the Van Vleet-Mansfield Drug Co., for it is rated as second largest drug house in the United States in the aggregate of its annual business. The firm name is familiarly known from the Missouri River to the heart of Mexico and from the Pecos to the Atlantic Seaboard.

The firm started in 1855 when the drug house of Mansfield & Higbee was organized. The name was later changed to the Mansfield Drug Company. In 1895 the Mansfield Drug Company was combined with Van Vleet & Co. (which was established in 1885), and since that time has continued under the name of Van Vleet-Mansfield Drug Company. The company therefore has been in business approximately 55 years.

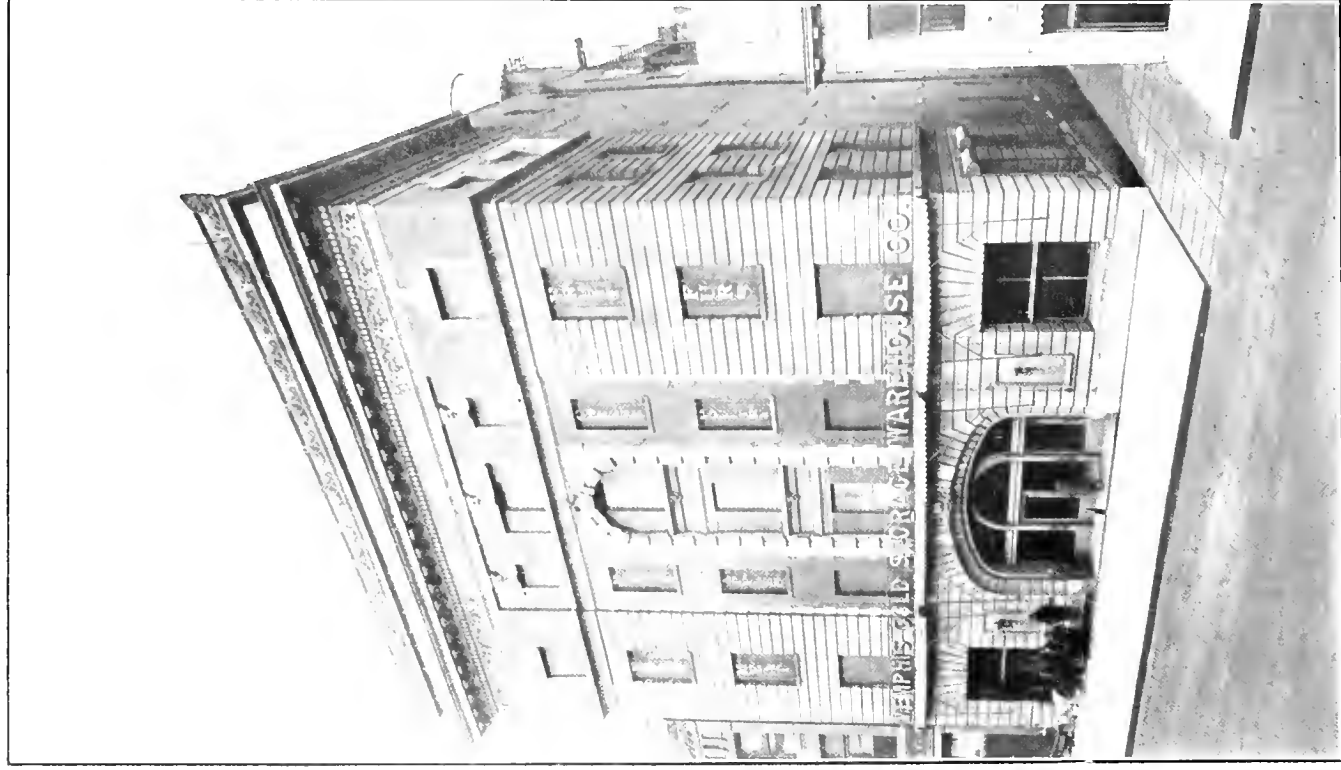
The stock is said to be the largest carried by any drug concern in the South, and with adequate force and facilities the company is able to fill orders the day they are received. The buildings occupied contain larger floor space than any other drug firm in the company's territory.

The business principles instilled into the firm's

life by Mr. Van Vleet and his corps of able assistants, together with improved methods of handling the vast volume of trade, explain the marvelous success achieved. The slogan of the firm has always been, "Quality, accuracy and fair dealing to all."

The company travels 30 road salesmen and they cover their territory every two weeks, enabling their patrons to keep a fresh stock of drugs and other articles on hand at all times. The firm also has an enormous mail business and orders received in this manner are as promptly filled and sent on to their destination as if given to a salesman or in person at the general offices. It is this prompt service and constant care of the trade that has made the Van Vleet-Mansfield Drug Company the foremost in the South and second in volume of business in the United States.

Perhaps no other business house in the city has advertised Memphis more widely than has this drug house and Memphians are justly proud of boasting of it as a part of the business community.



PLANT OF THE MEMPHIS COLD STORAGE WAREHOUSE CO.

A Cold Storage Plant

To get the "atmosphere" of a cold storage plant in both the literal and literary sense, to appreciate the marvelous machinery and system used to care for and preserve perishable merchandise, valuable furs, tapestries, rugs and draperies—a visit to such an institution is the only thing which can convey to the lay mind the complexity and thoroughness of a plant usually thought to be a most simple one.

A half a million dollar institution of this sort is located in the heart of Memphis in the establishment of the Memphis Cold Storage Warehouse Company, 99-101-103 South Front street. Over a million cubic feet of storage space is provided in the nine floors of the building erected in 1907. To the average mind the best way to comprehend the facilities offered is to consider the statement that a refrigerating power equal to the melting of 175 tons of ice during 24 hours is provided by the machinery in action every hour of the day at this business institution.

A system of tubes carrying brine which cools the pipes, without freezing, and which in turn cool the air, runs throughout the plant. In rooms where a particularly low temperature is required there are more tubes than in others. Varied de-

grees of cold are required, of course, for the preservation of different commodities stored. Over 100,000 feet of tubing is required to carry the refrigerating fluid to the nine floors.

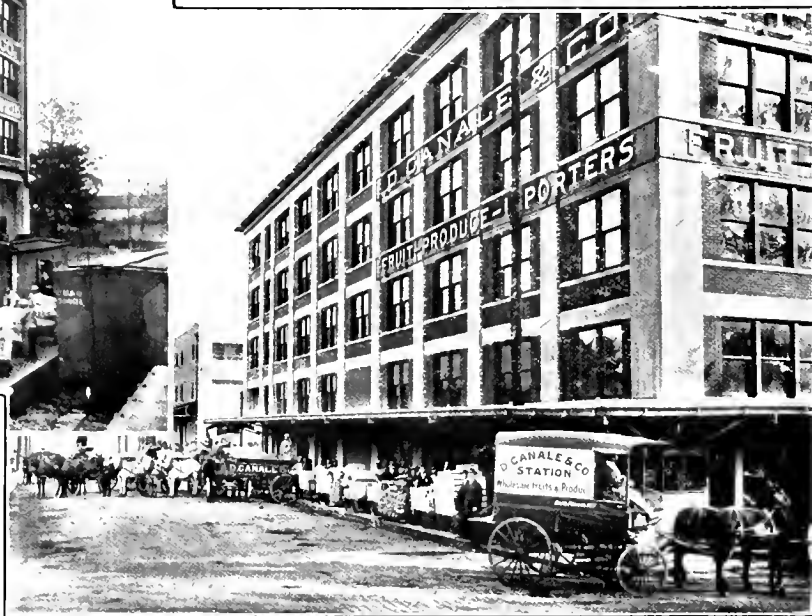
Contrary to the popular misconception, now, however, being gradually dissipated, goods come from the cold storage plant with practically as much freshness as when they were placed there if the refrigerating system is as perfectly done as is the rule at the Memphis Cold Storage and Warehouse plant. It serves, as it were, in the place of a mammoth ice box for the wholesaler and jobber in meats, eggs, butter, poultry, cheese and other perishable commodities, and turns out the products to be distributed to the customer of the larger concern. The Memphis plant serves a clientele from a wide area and enjoys a constantly increasing business.

Founded in 1907 by the late J. N. Oliver, the Memphis Cold Storage and Warehouse Company has become one of Memphis' strongest business institutions. The following are the present officers: Herbert Moore, president and general manager; J. M. Baker, vice president; A. S. Baldwin, president, and F. B. Flournoy, secretary and treasurer.



Showing Facilities for Handling 20 Carloads Daily In and Out

Showing Facilities for Handling Less Than Car Lots for City Delivery



D. CANALE & CO.

A Big Produce Center

As a distributing point for fruits, nuts, produce, both domestic and foreign, Memphis enjoys a most unique position. Occupying a geographical position midway between the semi tropics and the temperate and south temperate regions, it was only natural that Memphis should become early a place of trade for products ranging from the late fruits and vegetables of the North and West to those of Florida and from the regions nearer the equator.

Early recognizing that fact, in 1869 D. Canale started at a small establishment on Madison avenue near the site of the present postoffice and custom house and began to import produce, fruits and other products, as well as deal in those raised in sections nearer home.

From this beginning has evolved the concern of D. Canale & Co., whose patrons both for the receipt and sale of products are not only scattered over every state in the Union, but who extend over every country of Europe and parts of other continents as well.

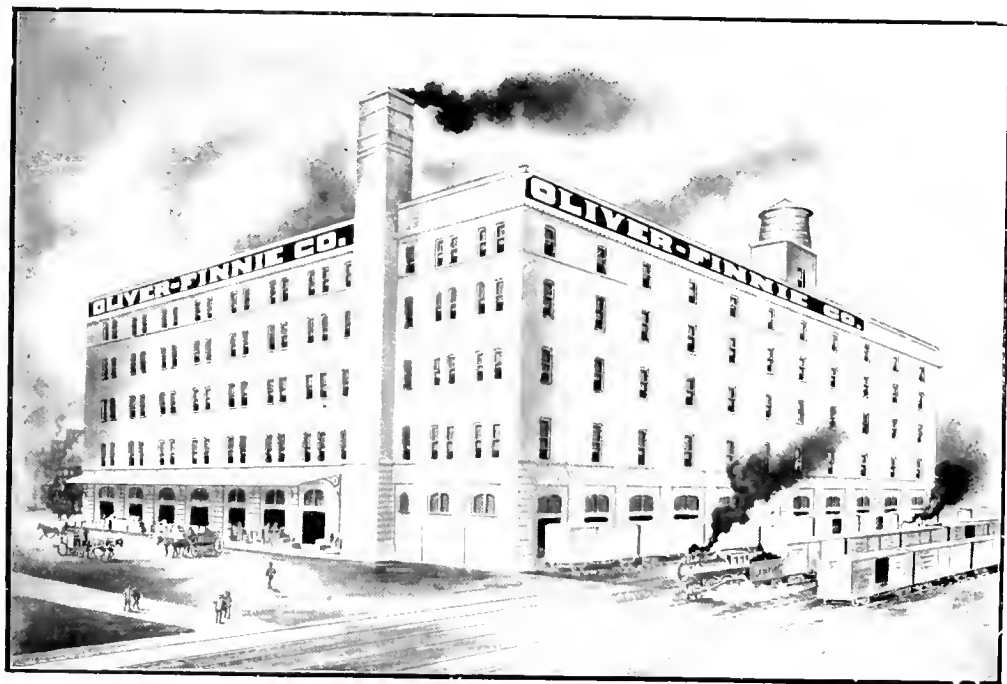
There is not a month in the year, from the early Florida fruits in January to the late melons

and other fruits from California in December, that some state is not furnishing from its soil an article of food or delicacy to be distributed from Memphis by this concern.

In the new home of D. Canale at Huling Station four floors and a basement house the storage, shipping and office departments of a concern which in the immediate territory has representatives at every flag station and every city, town and hamlet in five states within a radius of 150 miles, besides its other connection with far distant points.

Ninety thousand feet of floor space are included in the establishment, embracing a common and cold storage capacity of 350 carloads. Free track space ample to accommodate the immense traffic handled inbound and outbound connects with the Belt Line and thence to the trunk railroads.

At the head of the concern stands its founder, D. Canale, as president of the company. Other officers are: J. L. Canale, vice president; J. D. Canale, manager; A. P. Canale, secretary; T. J. Canale, treasurer, and G. A. Canale, manager commission department.



A PURE FOOD PLANT

Pure Food Products

A city within a city, in existence almost 55 years, is a statement which fits almost exactly the position in the Memphis industrial world occupied by the Oliver-Finnie Company, manufacturers and jobbers of pure food products. This company occupies a seven-floor building at Vance avenue and South Wagner place. The annual pay roll of all the employes of this concern, it is estimated, will maintain in comfort 1,200 families of average size.

This, the largest pure food factory in the South, manufactures many famous brands of products, including coffee, candy, baking powder, extracts, spices, grape juice, rolled oats, buckwheat flour, pancake flour, maple syrups and other products.

Other products are sold but not manufactured at the Memphis plant.

One of the largest departments in the whole building, which occupies a total of 41½ acres floor space, is the candy shipping department. An average of 20,000 pounds of candy, in other words a carload a day, is the output of this one de-

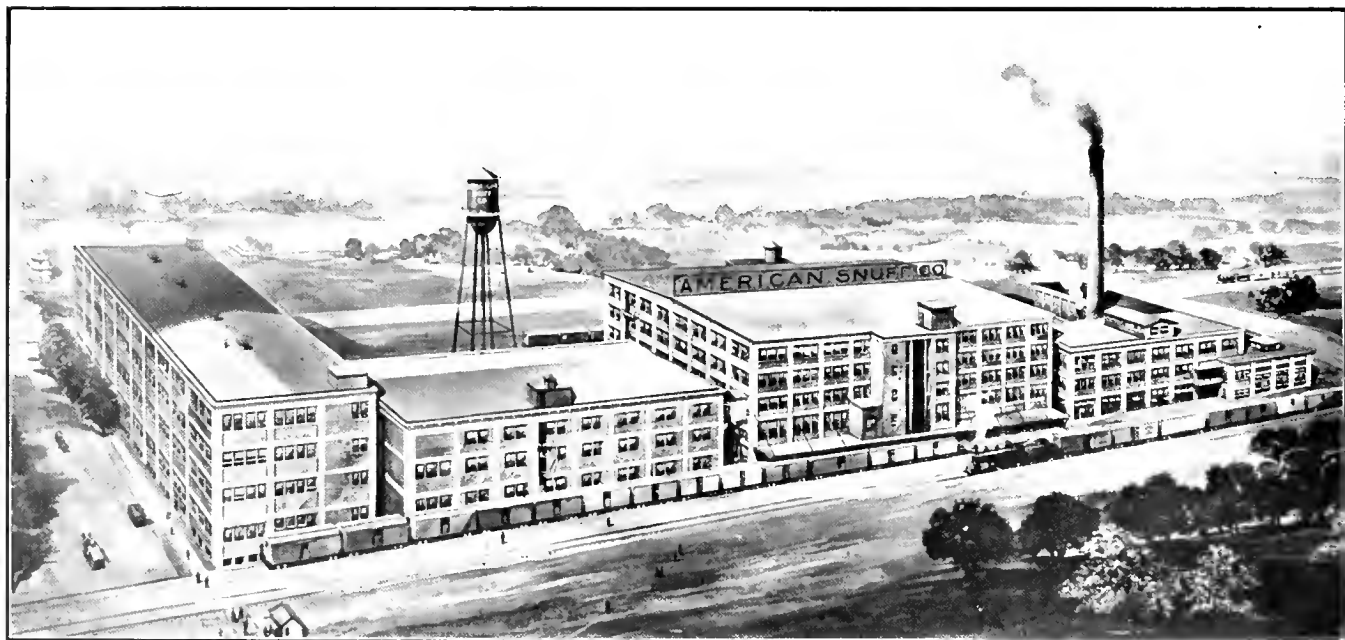
partment alone under the supervision of W. E. Holt.

Founded in the early sixties by the late J. P. Finnie and the late J. N. Oliver, their successors in the management of the concern have so extended the activities of the business that customers are numbered from Mississippi, Arkansas, Oklahoma, Texas, Northern Louisiana, West Tennessee, Northern Alabama and Southeast Missouri. A capable and large force of traveling salesmen cover this territory thoroughly.

Grocers' sundries and fountain supplies have been within a comparatively recent date added to the large list of products handled. The Oliver-Finnie Company also does an immense trade in roasting and packing of coffee and importation, milling and sale of spices.

Present officers of the company are: G. C. Mason, president and treasurer; W. E. Holt, vice president and general manager; C. O. Finnie, secretary, and M. H. Hunt, vice president.

The directorate of the concern includes the above names only.



PLANT OF THE AMERICAN SNUFF CO.

A Gigantic Enterprise

The American Snuff Company's buildings in Memphis are marvels of architectural beauty in construction and appearance. Six splendid buildings cover its acreage in North Memphis, each building representing a different department, separate and distinct from all others.

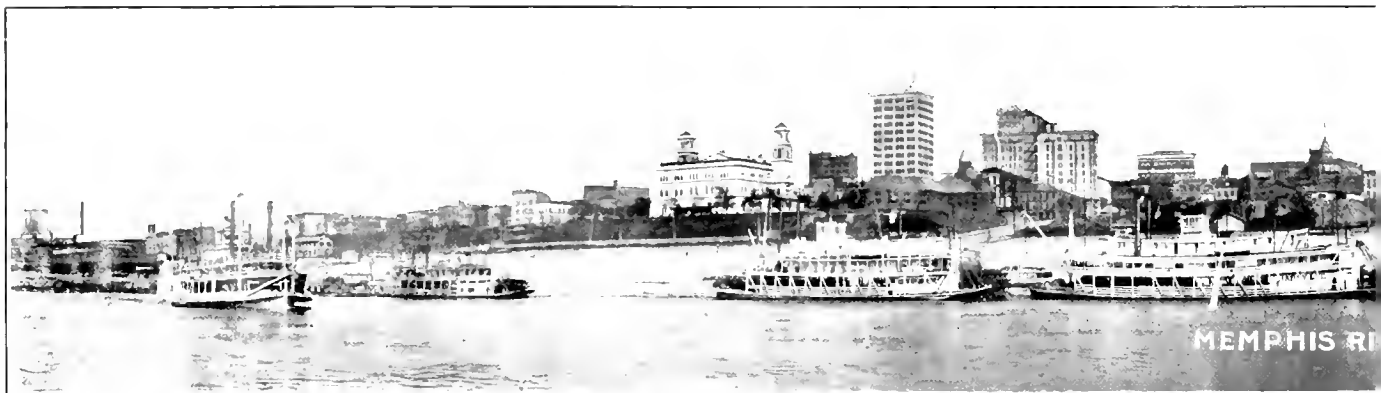
No city in the country is better equipped from every point of view to be a manufacturing and distributing center than Memphis. Such factories as the American Snuff Company, with modern methods displacing the old picturesque and wholly insanitary ones, are not only splendid acquisitions from a commercial and financial point of view, but are object lessons in the modern methods of protection to the life and health of working people. The plant of the American Snuff Company in Memphis is the largest and best equipped snuff factory in the world. Trains bearing its freight are moved into and out from the very doors of the plant. Visitors marvel at the extraordinary cleanliness and sanitation of the entire factory.

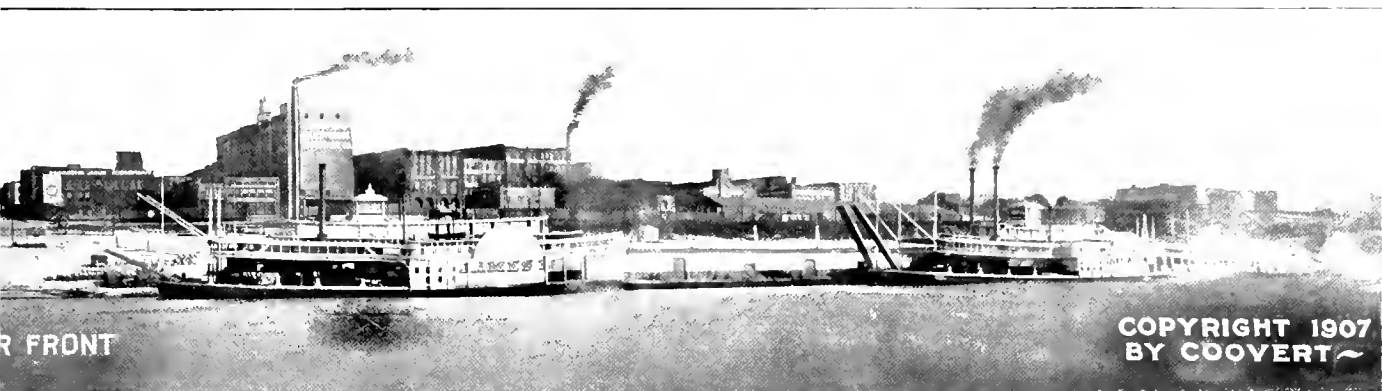
Every conceivable safety device is employed for the protection of the employees.

The employees of the American Snuff Company, of whom there are between 350 and 400, receive unusually good wages. They all live in Memphis, and pay into home firms their wages received, thus benefiting every line of industry in Memphis.

The 175 women and girls and the 200 men employed are all healthy, happy specimens, at work in hygienic, congenial surroundings. All work in uniforms furnished by the company, which uniforms are not worn outside the factory. No one under 18 years of age is employed. The employees have a well-equipped dining room where they eat their lunches, and the company furnishes, free of cost, coffee, cream and sugar.

The American Snuff Company is one of those corporations that realize the wisdom of dealing fairly and generously with employees, as well as with customers, and deserves the great success it has achieved. After all is said of corporations, the fact remains that they, like all other business firms, are just as good and useful in a community as the men who shape their policies.







A QUEENSWARE WAREHOUSE

The Queensware Trade

In her wholesale queensware trade, as in many other lines of wholesale merchandising, Memphis imports direct from the producers in Europe.

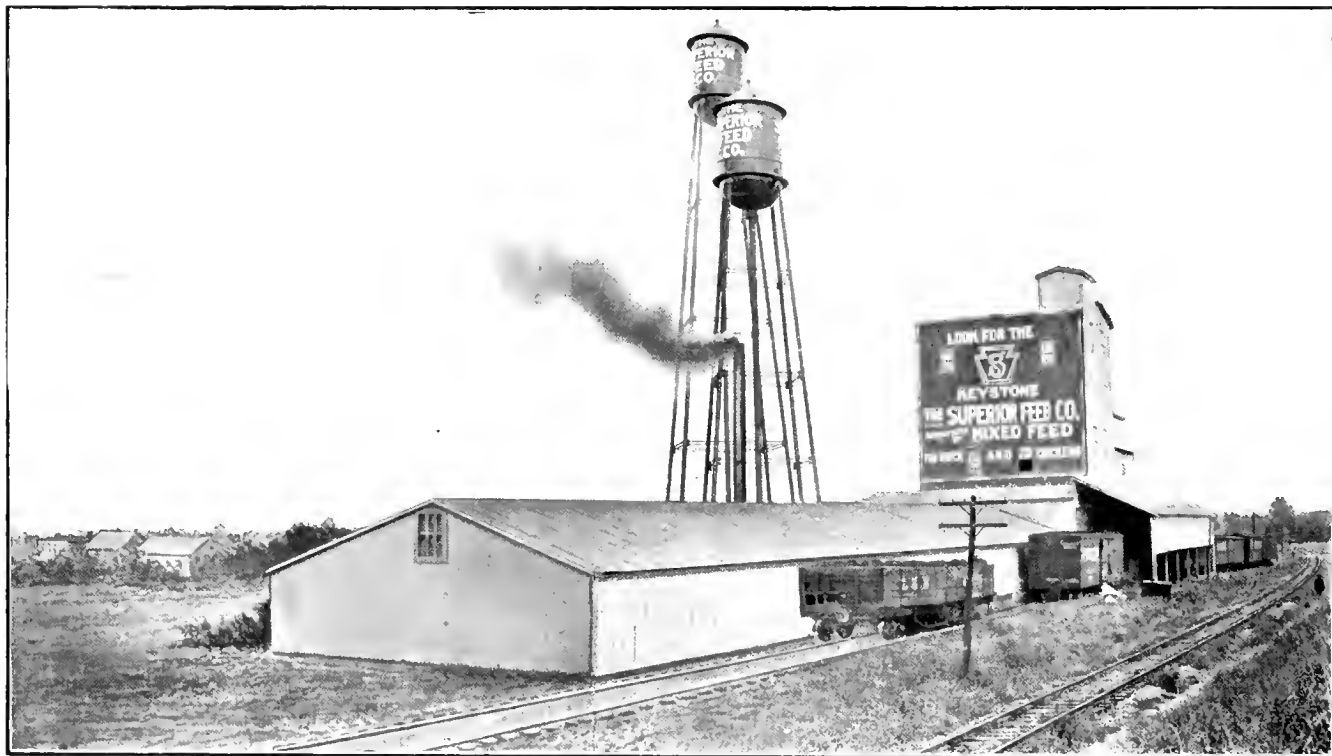
This does not mean that Memphis queensware men handle no American-made goods; for no wholesale queensware men in the country carry heavier stocks of such material. But there are classes of queensware and goods sold in connection with queensware, which are not manufactured in the United States, and the dealer who would handle them to his own best advantage and that of his customers must go into the European markets after them.

The fine chinaware sold in this country, for instance, is obtained from factories in France, Germany and England. Toys of this material are made in Germany. England makes much of the cheap crockery sold in this market. Much more of it is obtained from East Liverpool, Ohio. Pittsburgh, Pa., furnishes most of the glassware. The galvanized wares, enamelwares and tinwares come from New York, and silver-plated ware from

Meridian, Conn. Willow ware is largely imported direct from Germany and France.

The duty which Uncle Sam requires on all this imported material cuts a very considerable figure in its marketing in America. This ranges from 35 to 40 per cent on crockery and about 35 per cent on china and toys. The Memphis Queensware Company manages even in this particular to cut edges by maintaining its own bonded warehouse. In this warehouse the imported goods are stored under government seal and are there held until they are wanted for shipment to the trade. Duty is not paid on them until they are taken from the bonded warehouse; and as they are taken bit by bit as required for delivery to the customers of the firm, it is not necessary to have a large amount of dead capital tied up in duties prepaid on goods awaiting sale.

Memphis supplies queensware to practically the whole of Arkansas, Mississippi, Alabama, Tennessee, Louisiana, Texas and Oklahoma—or, to state it in other terms, to all territory within 200 to 300 miles of the city.



OPERATED UNDER ITS OWN LIGHT AND POWER

A Growing Concern

Two facts which illustrate the importance of Memphis as a center for manufacturing food-stuffs for live stock and poultry are evidenced by the selection of this city over all others as its site and the rapid growth and enlargement of the plant of the Superior Feed Company at Center street and the Frisco railroad.

Although a comparatively young Memphis enterprise, the company has grown to such an extent that just a few days ago it was announced that an addition 50x250 would be built immediately. This will increase its capacity fully 50 per cent. The present daily capacity is 10 carloads of mixed feed. The addition to the already thoroughly equipped plant will be of steel construction and the enlarged plant will be one of the most complete in the South.

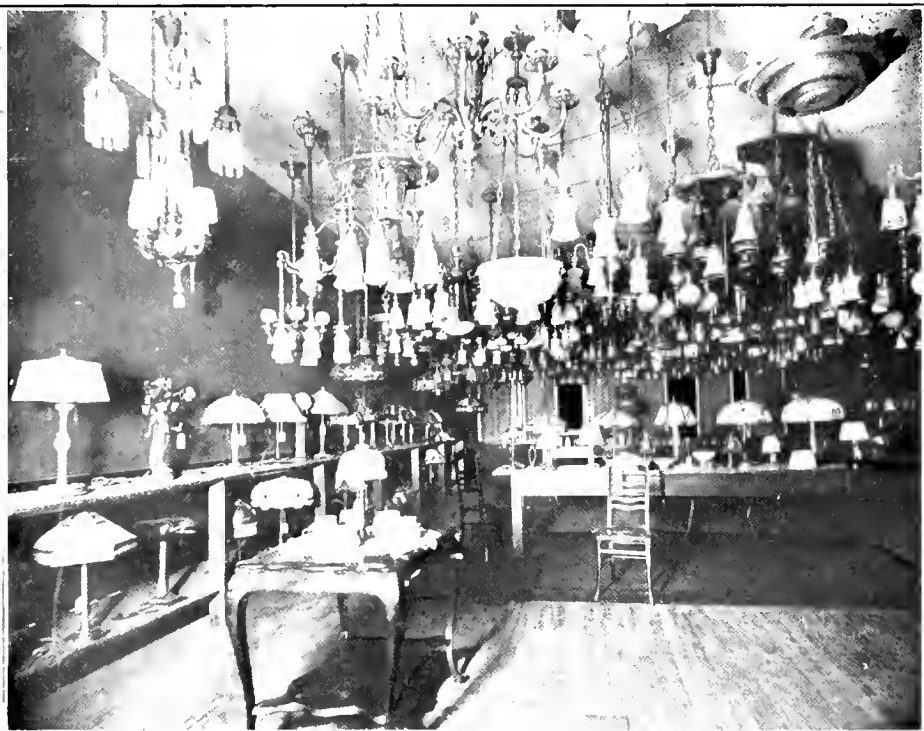
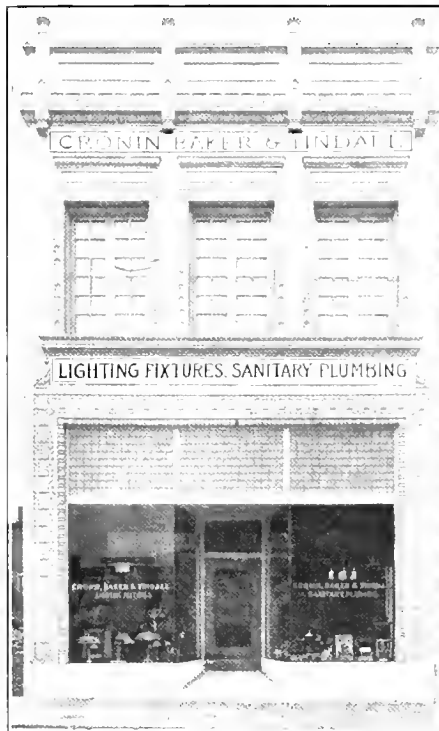
The Superior Feed Company decided to locate in Memphis after inspecting conditions and hearing offers from Kansas City, St. Louis, Omaha, Chicago, New Orleans and many other points. The capitalists interested in the business considered Memphis the premier city for the location of a feed manufacturing plant and in consequence in 1912 established the present factory at Center street, where the Frisco railroad crosses that thoroughfare. The fact is Memphis is now rec-

ognized as the greatest mixed feed market in the United States, having wrested that honor from East St. Louis, Ill., owing to exceptional railroad facilities and geographical position.

Mr. P. J. Shouylin, president, and Mr. E. L. Luibel, secretary and general manager of the Superior Feed Company, fully realizing this, entered the field with vim, energy and determination to succeed by covering the entire territory and furnishing feeds manufactured of the best materials and according to the most modern methods. The measure of their success is proof of their sound judgment and high plane upon which they have consistently conducted the business.

The company is in a position to deliver in car or train load lots the product of their plant to any point in their territory, which is extensive, in less time than it can be delivered from any other center in the United States.

The machinery for mixing the feed and the materials are the best to be had. The plant is operated by gasoline power, having 300 horsepower in units of from 10 to 90 horsepower. It also supplies its own lights, and in all other respects is a model feed manufacturing plant, where everything for animals and poultry is mixed and packed.



CRONIN, BAKER & TINDALL BUILDING

Shining Lights

Cronin, Baker & Tindall, Inc., are successors to the oldest plumbing and electrical contracting establishment in the city of Memphis, of which they were a part before a change in the firm name was made five years ago.

Formerly they were located at 70 South Second street, corner of Union avenue, where for many years the firm which they succeeded operated. The new firm is ensconced in a home at 339 Madison avenue that is one of the most complete in the South.

The show rooms reflect the latest patterns in all that pertains to plumbing, bath room fixtures and electrical furnishings. In fact, there is not a new thing on the market in that line that is not to be found there. The display of the wares and furnishings handled by the firm is proof of the fact that only the latest and most modern of equipment is handled.

Messrs. Cronin, Baker and Tindall pioneered the idea of the employees being taken into the company as stockholders, being the only master plumbers where the workmen have a working interest in the business that extends beyond the salary zone. This business policy has made their

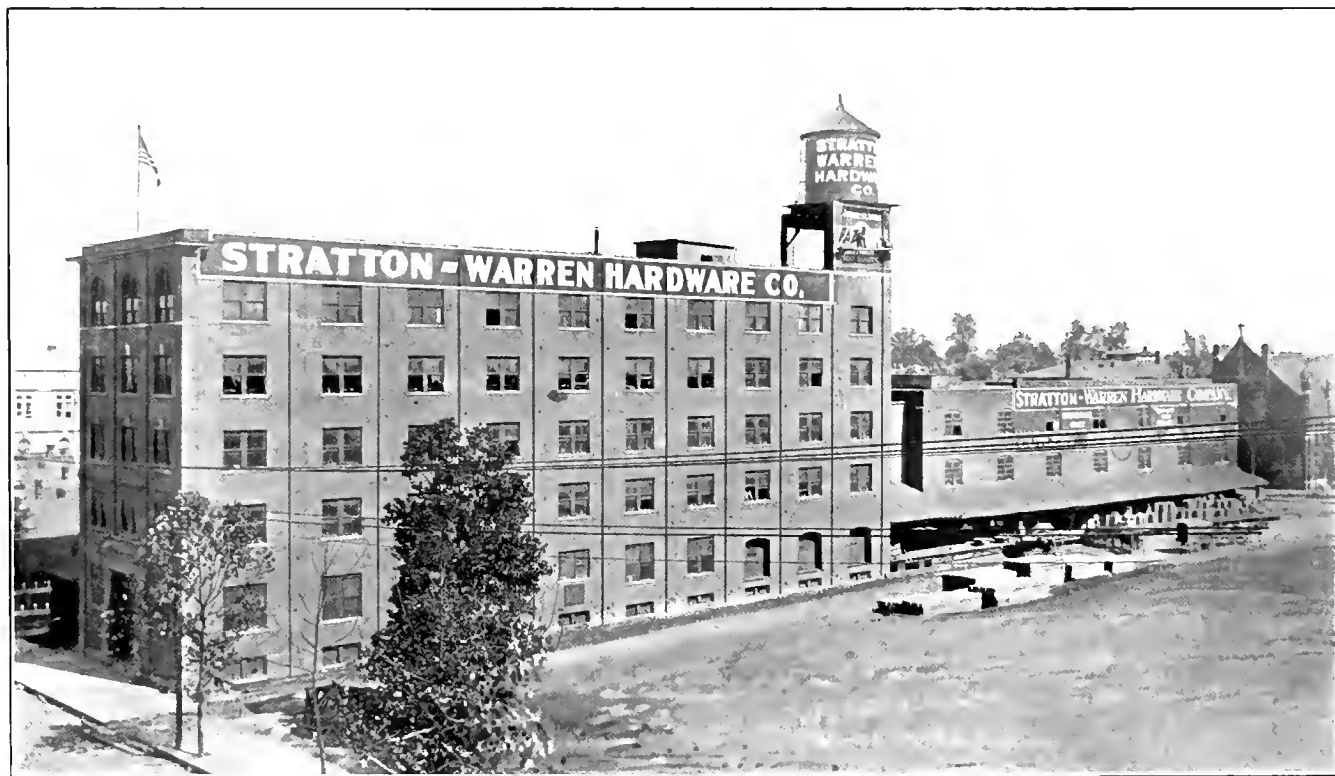
workmen more proficient than the average "hired" force and has given a tone to their operations which places them in the front rank of artistic plumbers and electricians.

This firm has furnished fixtures for scores of fine residences in Memphis and the surrounding territory, and fixtures also for such buildings as the Gayoso, Chisca, and Peabody Hotels, the Cotton Exchange building, Goodwyn Institute, Tennessee Trust building, Bank of Commerce, Business Men's Club, Elks' Club, Cumberland Telephone building and many others.

The officers of the firm are W. W. Cronin, president, with thirty-seven years' experience in the practical end of the business; W. W. Tindall, vice president, with sixteen years in the office, and T. W. Baker, secretary and treasurer of the company for fourteen years.

The workmen, with the exception of two, learned their trades with the firm, which is a further guarantee that their men are sober and painstaking.

The company holds membership in the Builders' Exchange, Business Men's Club and Master Plumbers' Association and are licensed master plumbers and electricians.



STRATTON-WARREN HARDWARE CO.

Leaders in Their Line

The growth of an institution from a small beginning to a place of commanding supremacy in its line is always interesting. In certain respects the story of such a business is quite as appealing as the life story of many successful men.

The Stratton-Warren Hardware Company is such an institution; from the opening day until the present moment, its owners, officers and attaches of each department have put their lives into the business in order to serve the merchants of the South and Southwest, and through the merchants serve the entire people.

It was back in the year 1902 that the present concern had its birth, and it first did business under the firm name of Benedict, Warren, Davidson Company. The company was organized by Mr. R. D. Warren, who became its first president.

Then followed years of growth, adjustment and earnest work—each year seeing a bigger volume of trade, a larger number of merchants served and larger stocks to supply the trade from. Then, as now, the first aim of the concern was to serve its patrons a little better—to offer them more variety of goods, quicker shipments and better values.

Stratton-Warren Hardware Company sell everything in the line of hardware, farming tools,

harness, saddlery and kindred lines. The company has a sales organization that reaches out over thousands of miles of territory throughout the South and the Southwest, and has cordial relations with practically every general merchant and every hardware and farming implement store throughout its territory.

The officers and employees of the Stratton-Warren Hardware Company fight for their patrons just as strenuously and fiercely as the legions under the various European flags, but instead of using centimeter guns and ocean dreadnaughts, they use the different transportation companies for quick shipments, and go into the markets of the world with experienced forces to choose the merchandise best suited to the trade in the sections covered.

At the head of the company is Mr. L. M. Stratton, a worker and executor—a man identified with many interests in Memphis and holding steadfast to an unshakable faith in the future of this city and this section of the country. Mr. P. M. Warren is vice president. Mr. W. F. Stephenson is likewise a vice president, while Mr. R. L. Crofton is secretary and treasurer of the concern. Each and all are men with wide and every increasing visions, broad experiences, tireless energy and unswerving honesty.



BINSWANGER & CO.'S BUILDING

Transparency and Reflection

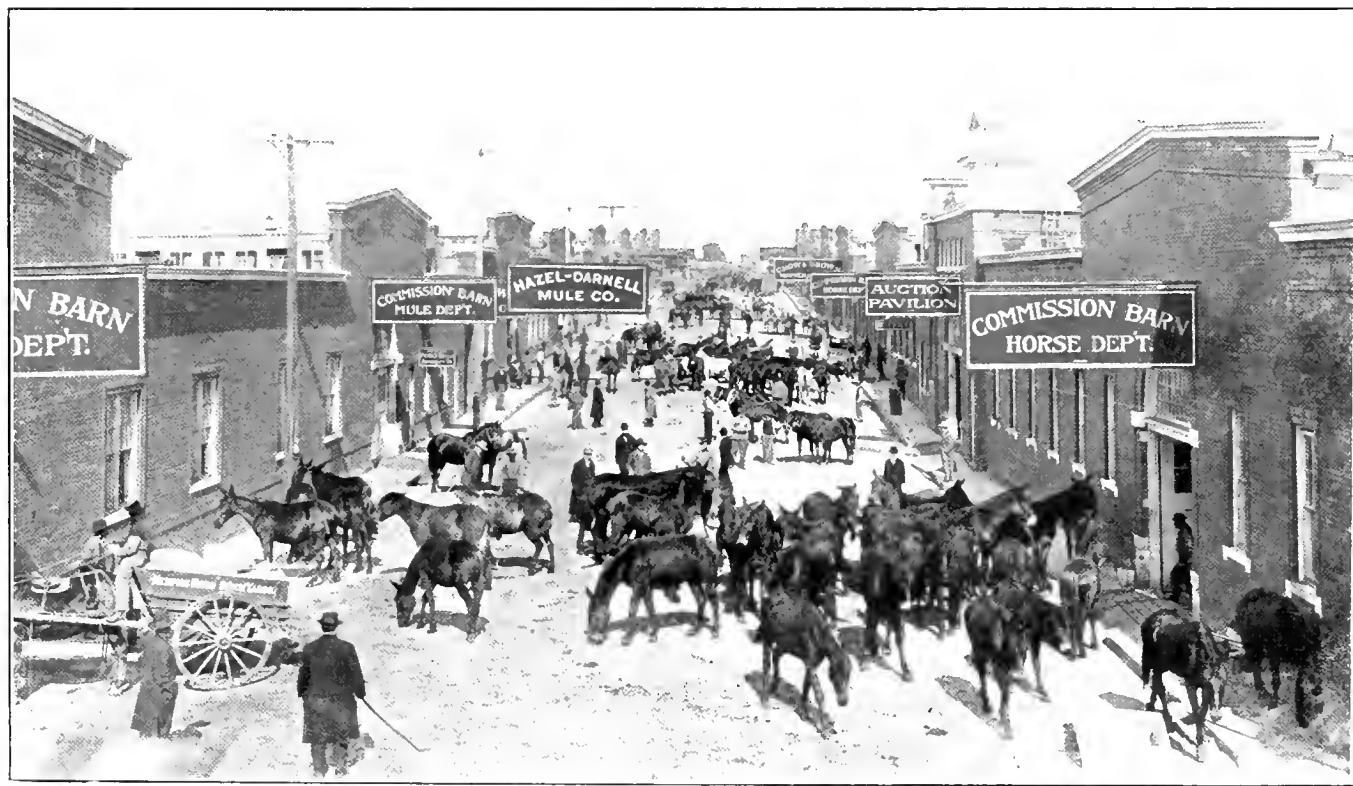
Memphis enjoys the distinction of having the most extensive plant of its kind south of Chicago in Binswanger & Company, Incorporated, Nos. 645-655 Union avenue, dealers in plate and sheet glass.

The Binswangers are pioneers of the glass business in the South, having first established a house in Richmond, Va., in 1872. In 1906 the Memphis house was opened at 246 and 248 West Calhoun avenue. The name itself presaged success, because no glass merchant or manufacturer in the South was better or more widely known, and it was not long before the firm had to seek larger quarters.

The result was that its present Memphis home on Union avenue was erected and, although it is vastly larger than the previous stores, it is none too large to take care of the ever-increasing business in the glass line.

The Memphis house covers the territory from the east line of Alabama to New Mexico and all

the intermediate area. One hundred men and women are employed in the Memphis factory, which has a floor area of two acres. The firm owns its trackage and does an enormous shipping business. The Binswangers are distributors of plate and window glass, and manufacturers, importers and jobbers of mirrors, art and ecclesiastical glass, prism glass and kindred lines. The building which the company occupies was built expressly for that line of business and is the most complete east of Richmond or south of Chicago. The company has never had any labor troubles here or in Richmond, maintaining a policy of fair dealing with its employees as well with the trade. In the city deliveries are made in auto trucks. The company sells to dealers and contractors. The two plants are owned by H. S. Binswanger, president; M. I. Binswanger, vice president; M. S. Binswanger, secretary, and R. A. Binswanger, treasurer. M. S. Binswanger is manager of the Memphis house. The plant is one that Memphis is justly proud of.



STREET SCENE AT STOCK YARDS

An Up-to-Date Concern

"The most modern and up-to-date stockyards in the world," is an apt description of the Memphis Union Stock Yards (the Hazel-Darnell Mule Co., Lessees), McLeMORE and Kansas avenues. At least the visitor, standing at the head of Stock Yards place on a busy day, witnessing the scene of activity and inspecting the barns and pens, would subscribe to it as the truth and nothing but the truth.

Only by a visit can one realize the scope of activities in the mule and horse market carried on there. The buildings and pens and barns are the most modern, being constructed especially for the housing of horses and mules.

The entire plant covers an area of 11 1-2 acres, five and one-half acres being occupied by fire-proof brick barns. On the rest of the area are shipping barns and cattle pens. All buildings and barns are strictly sanitary. Stock Yards Place is well paved and has concrete walks. The little thoroughfare, with its rows of offices, barns and stables on either side, has the appearance of a little city. The great dome of the auction pavilion adds to this effect, and there is a hotel at the head of the street.

Eight horse and mule firms do a wholesale and retail business in this little area, besides the big

commission business operated by the Hazel-Darnell Mule Company, who handle horses and mules for hundreds of shippers, who sell their stock to the Southern farmers annually.

The firm is composed of C. R. Hazel, D. Darnell, C. J. Lowrance and P. B. Lowrance. The other firms lease from them. Some idea of the volume of business may be gleaned from the fact that during the early part of the year 1914, January to May inclusive, 200 carloads per month, or 5,000 head, were handled at the yards. About 10,000 horses have been shipped to Europe for war service.

During the summer months about 5,000 head of cattle are handled from Florida and other Southern states and sold to Western dealers. There is a government dipping station at the yards, where all cattle from tick-infected sections are dipped under government supervision. The lessees also conduct inspections of horses and mules in various places from whence shipments are made direct. Their operations extend from Florida to Nebraska and from the Panhandle country to the blue-grass region. The yards were organized in 1911, and immediately leased to Hazel-Darnell. The lessees maintain selling points at Savannah, Tenn., Florence, Ala., and Aberdeen, Miss.



A PURE FEED FACTORY

"Feed, Facts and Fodder"

Have you heard of Old Beek? If you ever spent a few days on the farm or plowed a furrow or know anything of farm folk-lore, you know that she turned the earth over and was instrumental in tickling the soil into giving of its bounty.

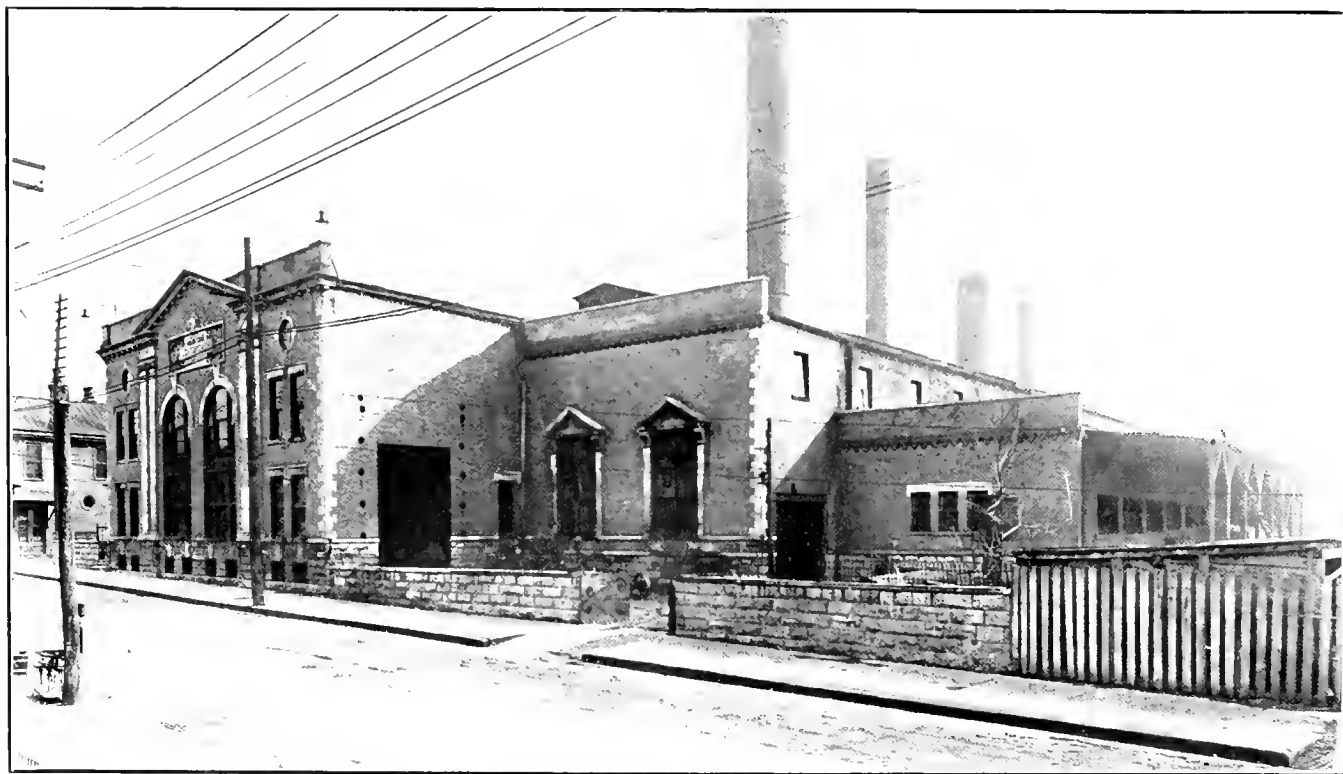
What Old Beek has done for humanity and civilization would be the proud boast of any monarch. Hence, having a care as to Old Beek's general welfare is of prime importance. The crops would fail but for her energy and strength, and the human family would come upon a day of trouble. But taking care of Old Beek is not all that remains for food experts to do. They must also take in account the dairy and the poultry yards, for milk, butter and eggs are a big part of life, both in city and country. It is for this reason that experts have labored hard in the preparation of foods for live stock and fowls.

In this line the Edgar-Morgan Company is in the front rank of feed manufacturers.

It may not be generally known, except to the trade, that the Edgar-Morgan Company publishes

monthly in Memphis a highly interesting periodical known as "Feed, Facts and Fodder." It is edited by Lewis D. Fort, and besides containing facts as to feed and fodder, it carries some bright and crisp anecdotes and some sound business ideas.

"Feed, Facts and Fodder," however, is primarily intended to place before the trade just such information as the title would suggest. The Edgar-Morgan Company is one of the foremost of Southern firms engaged in feed manufacturing. They recognize Memphis as the center of the third largest section for the feed manufacturing business in the United States. They are constantly bringing out this fact in their monthly publication and boosting Memphis' importance in this line. They are exclusively in the feed manufacturing business, making stock, poultry and dairy lines, and the firm name is almost a household word in the Memphis territory. It is to be found throughout the South and is one of the best advertised manufactured foods for live stock in the entire country.



ELECTRIC POWER HOUSE OF THE MEMPHIS CONSOLIDATED GAS AND ELECTRIC CO.

"The Staff of Life"

What assails the olfactory nerves of a hungry man with more tantalizing force than the odor of fresh bread? To be convinced of this fact and get your appetite whetted to a keen edge go into a modern and sanitary bakery and sniff the atmosphere. The delicate fumes of the pastry and that delightful aroma which hot bread just from the oven gives forth as a flower does its fragrance will make one just from the banquet board hunger.

The Winkelman Baking Company was founded as the Columbian Bakery in 1893 by H. T. Winkelman on Second street, near Jefferson avenue. The business grew rapidly, necessitating larger quarters, and five years after the founding of the bakery it was enlarged and re-established at 93 North Main street. The new home of the company was built and arranged especially for the bakery business and each year the latest and most improved machinery is installed. The equipment includes all the latest sanitary devices known to the baking industry, enabling the output to be handled automatically from dough mixing to the finished product from monster ovens.

The firm operates a high-class retail store and

also conducts a wholesale city and shipping business, and its brands of bread are known even in points in Texas and Louisiana. A new product in the cake line, known by a catchy trade name, will attract attention because of the unique way in which it is packed and will thus advertise Memphis wherever it is shipped.

The daily output of the bakery amounts to 15,000 loaves of bread besides rolls, cakes and pastries. The firm employs at all times about 40 people.

The officers of the Winkelman Baking Company are H. T. Winkelman, president and general manager, and J. A. Winkelman, vice president and treasurer. Mr. H. T. Winkelman has been in the bakery business since childhood, putting in years of service with J. J. Tanner, a North Main street baker, where he learned all of the details of the business. He was with the Tanner bakery until he branched out for himself. His brother, Mr. J. A. Winkelman, was a newspaper man for a number of years and was at one time connected with the American Type Foundry Company of St. Louis. Both are affable gentlemen and popular and efficient business men.



"THE HOME OF PURE ICE CREAM"

Cotton Products

Thrift, energy and enterprise have been shown in such a marked degree in building up the Tennessee Fibre Company's business reputation that not another concern of its character in the city or the South surpasses it.

The company's output is in such demand and its reputation so well known that the capacity of its two plants are taxed at all times. In the two plants operated by the company approximately two hundred people are employed. One of the plants is located at Linden avenue and the Southern Railway and the other on Thomas avenue. The company produces feed and fibre from cotton seed. Its long and successful business career is as good as an affidavit as to the quality of its output.

There are numerous feeds for cattle, and especially for milch cows, on the market, but it is said that few of them are the equal of the product put out by the Tennessee Fibre Company.

Government experts, it must be remembered, have worked under the glare of the midnight oil to produce a rich milk through a food process, the aim always being to have the milk of such quality as to guarantee its wholesomeness as well as its food value and quantity of nutrition.

All food stuffs for milch cows, or for fattening cattle, put on the market have been carefully watched by these same experts and chemists in the employ of private concerns, who have followed closely the government tests and experiments in making up formulae.

The Tennessee Fibre Company's product has been a standard cotton seed feed for fifteen years. It contains all the feeding value of the cotton seed minus the excess of oil and lint.

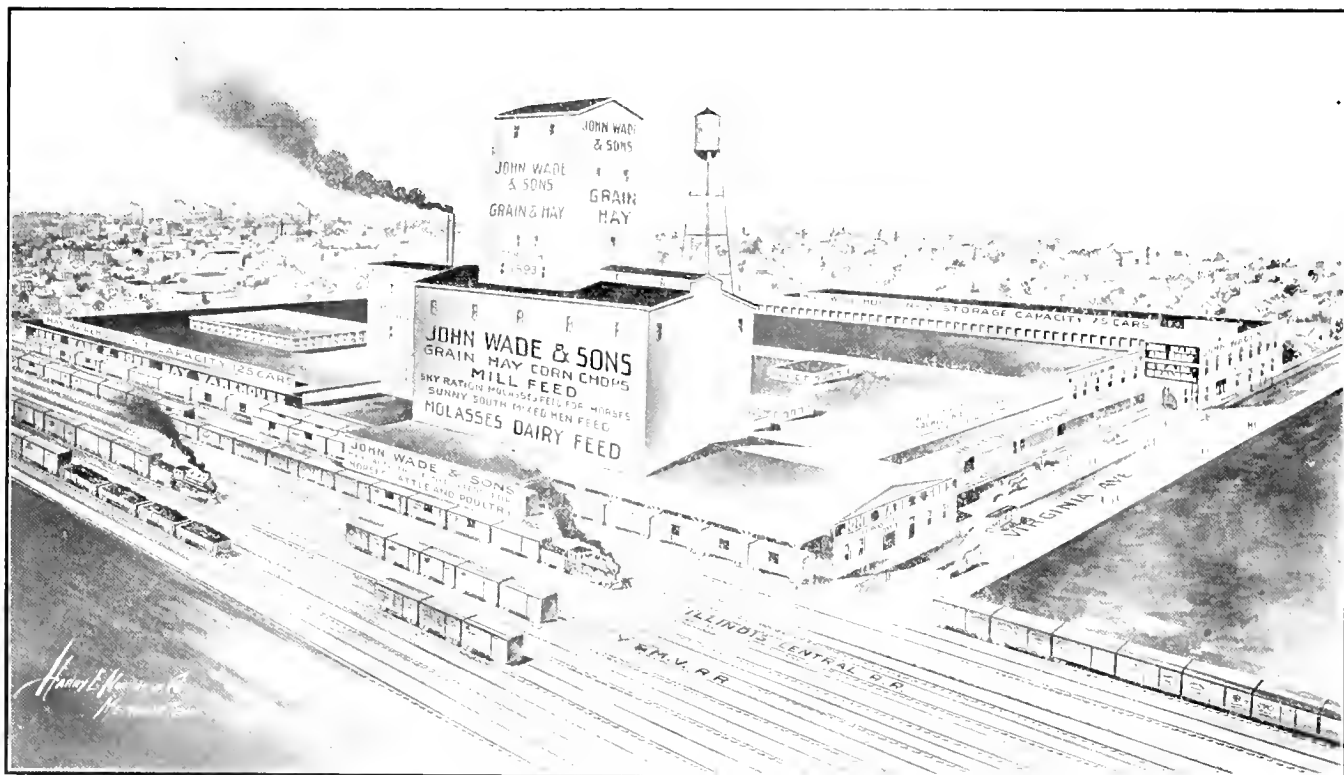
It is guaranteed to contain 20 per cent of protein and five per cent of fat. It is claimed to be unrivalled as a fattener of cattle and a producer of cream and milk.

People who have tried it praise it above all others. It has stood every test, and has grown in such favor that the company has been forced to virtually subordinate every other product to this in order to supply the trade.

The Tennessee Fibre Company's other products are cotton fibres.

The company is one of Memphis' flourishing enterprises.

The officers of the company are: H. S. Hayley, president; D. M. Armstrong, vice president; J. A. Hayley, secretary; W. C. Johnson, treasurer and manager.



ELEVATOR AND BUILDINGS OF JOHN WADE & SONS

A Successful Concern

Mention hay, grain and mixed feed for live stock at any place in the South, Southeast or Southwest, and the refrain will be "John Wade & Sons, Memphis." The name has become the synonym of that particular line of industry throughout the South.

And there is little wonder. When it is considered that John Wade, founder of the firm, has been engaged in the business for 58 years, that his sons have grown up in it, being schooled in it to that extent that they are expert grain men, and that there is not a modern idea in the manufacture of live stock feed with which they are not thoroughly familiar, the firm's wonderful success may well be understood from Genesis to Revelation.

Mr. Wade was for years in the grain and mixed feed business at Madison, Ind., where he began his business career. With keen insight as to the future, Mr. Wade moved to Memphis, recognizing the Bluff City as the logical center for this line of business. He established his present grain, elevator and manufacturing plant here in 1893. It is located at the intersection of Virginia avenue and the Illinois Central Railroad. The plant covers an area of three acres and is the largest

of its kind on the Illinois Central system. The grain elevator is one of the largest in the South. The plant is equipped with the most modern machinery for the mixing of feed stuffs, and the material used in the manufacturing department is the best that is grown. The firm ships hay, grain and mill feed, manufactures mixed feeds for horses, cattle and poultry, and dry and molasses feeds for horses and cattle.

The varieties of feeds prepared are too numerous to mention, including everything in that line that has been conceived. The firm's territory is the entire South from the Atlantic westward to El Paso and the Panhandle country. The firm also exports annually a large amount of its product to Cuba, doing a big business through Havana. The concern is a member of the Merchants Exchange, all the grain and hay associations in the country and of the Business Men's Club.

The present plant of John Wade & Sons was established in 1893, but Mr. Wade came to Memphis in 1888 and entered the grain business here on a much smaller scale than the now mammoth elevator and warehouses represent. The firm is composed of John Wade and his four sons, Thomas M., J. J., Mark F. and Eugene M. Wade. The firm employs 105 people.



"YORK SERVICE" WAS AN IMPORTANT FACTOR IN THE SUCCESSFUL CONSTRUCTION
OF THE HOTEL CHISCA

“York Service”

The world's thinkers have made three grand divisions of the work of providing for the wants of mankind. First, the thing must be produced or created; second, it must be refined or manufactured; third, it must be sold or distributed.

Distribution is the more complex and the more difficult of the three problems.

But the York Lumber and Manufacturing Company—a Memphis concern, both prosperous and progressive—has solved these problems to its satisfaction and the satisfaction of the public.

The York plant mixed a good many ingredients into the materials of which it has builded its magnificent business, and chiefest of them all is “Service.” In fact, the foundations, walls, roof and floors of the York business is composed mainly of service.

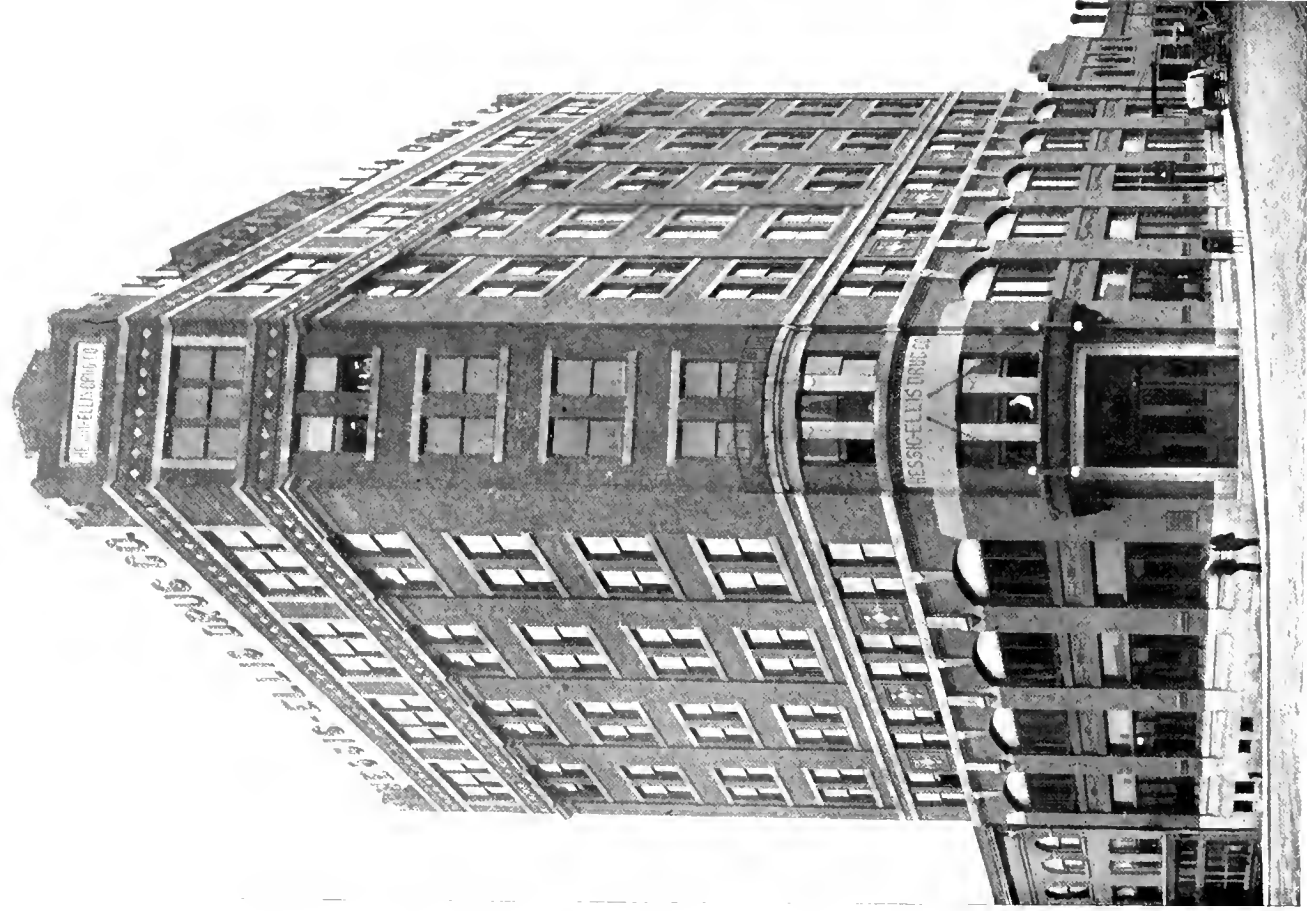
And right here is a good place to say that **SERVICE TO THE CUSTOMER**, as interpreted by the York people, means best goods, maximum values, expert and efficient knowledge on the part of all attaches, plenty of judicious advertising, and the ability to fulfil all promises made—in short, the keeping of faith—**ABSOLUTE FAITH**—with the public.

Nineteen hundred and nine the York Lumber and Manufacturing Company purchased an old plant as a starter; then it set about building from the ground up. And from that day to this, the business of building has gone merrily on—never feverishly—never jerkily—but sanely, steadily, surely, rapidly!

A recent talk with the manager was illuminating. Here are some of his creeds as lived up to by all York employees: The customer has rights superior to the York Company, and it is to serve the customer that the concern is in business. The customer is taken into the confidence of the house. A sale is not considered completed until the customer is fully satisfied.

Again: Crowding of goods or substituting an inferior quality, a practice indulged in by some dealers, is not tolerated. A York customer **MUST** have what he pays for and wants.

With modern machinery and equipment of the latest type and of the most efficient type, and dry kilns and storage facilities unequalled, combined with the most efficient management and skilled employees, the York Service has never failed to meet the acid test no matter how big or unusual or difficult the order.



HESSIG-ELLIS BUILDING

Modern Methods Succeed

Memphis is the largest crude cotton oil mill center in the world and possesses in the Perkins Oil Co. a firm which has established a wide reputation. Their plant is located at Beale avenue and Myrtle street.

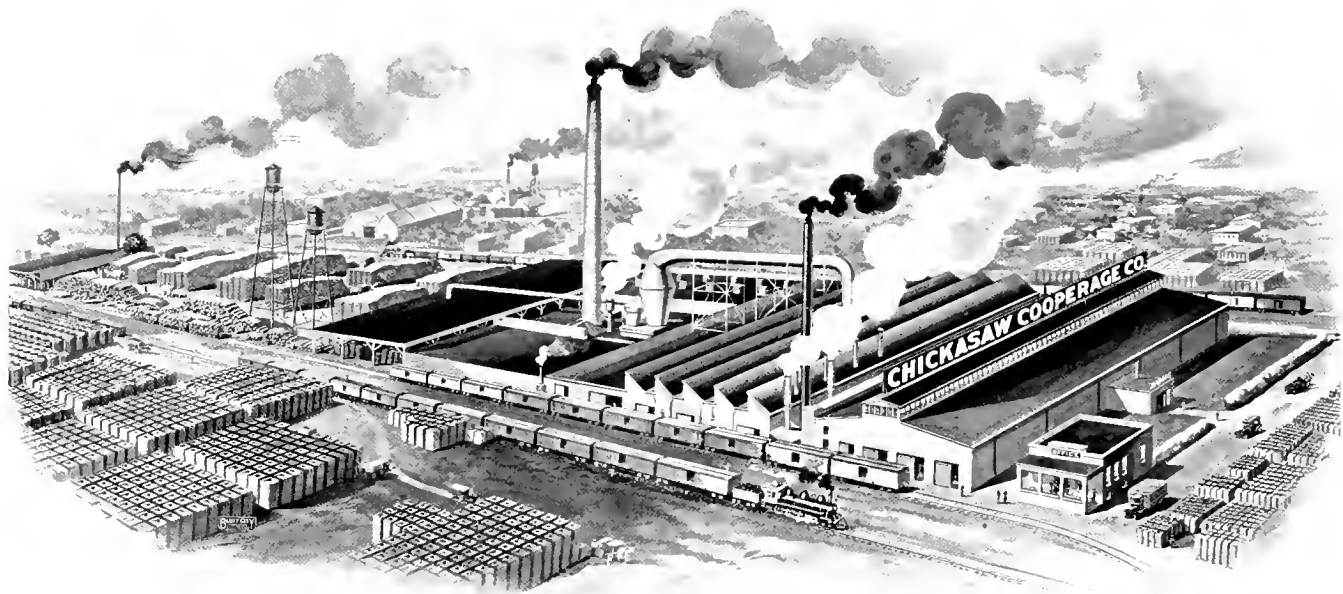
As progress in the manufacture of cotton seed products was recorded, the Perkins Oil Company, pursuing its policy of producing the best results, kept pace with developments and has always remained in the front rank. Years ago there was a great wastage in cotton seed milling. As mechanical science advanced in the perfecting of machinery which would utilize all of the value of the seed the company was among the first in the market to get the newest equipment for its plant. Thus the plant today, while not the larg-

est in the country, is the equal of any with respect to quality of output.

It is for this reason that the managers can boast that they have patrons on their list whose names have stood there ever since the mill started. The advancement in milling has greatly reduced the waste and enabled the up-to-date mills to pay materially more to the planters for their seed.

The active managers of the plant are experienced men in the cotton seed oil business and know how to turn out the best product in the most efficient and thorough way.

Frederick B. Jones is president and William F. Houck is secretary-treasurer of the company, and both have high rank among the progressive business men of Memphis.



A BIRD'S-EYE VIEW

“Cooperage”

One of the concerns of which Memphis is justly proud is the big plant of the Chickasaw Cooperage Company, located in Binghamton on Phillips avenue and the Belt Line.

Organized in 1882, the Chickasaw Cooperage Company gradually expanded until its local factory was not sufficient to meet the requirements of the trade. The limited capacities were unable to cope with the influx of orders and extensions were deemed imperative. Subsequently a mill was located in New Orleans and later in other advantageous points in Louisiana and Arkansas.

Today the capacity of the combined mills is more than one million barrels annually. The concern manufactures chiefly barrels and kegs for wine, whiskeys, oils, syrups and other liquids as well as for provisions and merchandise that require slack barrels.

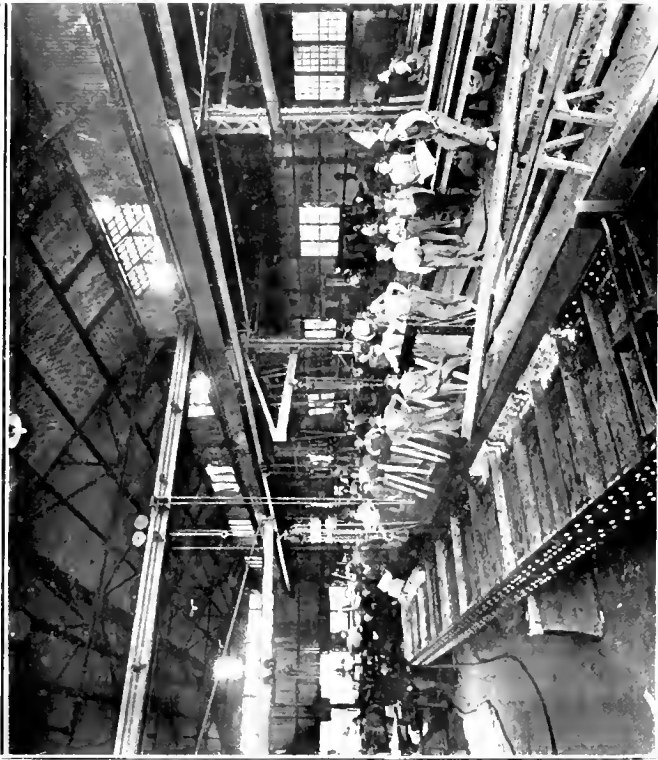
Among other products are tubs, pails, buckets and receptacles such as usually are identified

with such concerns as the Chickasaw Cooperage Company. The firm annually does a large export business in staves, headings and shooks.

Memphis is the acknowledged center for the manufacture of cooperage materials, both tight and slack, and because of the advantageous industrial and railroad facilities afforded by this city, the Tight Barrel Stave Manufacturing Association makes its headquarters here. Its annual meetings are held in Memphis.

Members of the Chickasaw Cooperage Company are well and favorably known to Memphis business interests and their methods of conducting their plants and dealing with the trade in general has won for the concern the esteem of all with whom business transactions have been negotiated.

The officers of the company are George W. Maerae, president; J. Thomas Wellford, vice-president; Walker L. Wellford, secretary and treasurer, and John L. Wellford, superintendent.



FOUNDRY AND STRUCTURAL DEPARTMENT.
CHICKASAW IRON COMPANY

Fifty Years Old

Half a century ago the Chickasaw Iron Works became established as a fixture in the commercial history of Memphis under its able creator and organizer, John E. Randle.

In 1891 it was incorporated with Mr. Randle, its founder, as president, and Mr. Thomas J. Clarke, secretary-treasurer. Under the able guidance of these gentlemen it continued to rapidly develop and extend its field of operations until it embraced the territory from the Rockies to the Blue Ridge, from Texas to Florida, and north to the Mason and Dixon line.

In the autumn of 1909 Mr. J. E. Randle died and was succeeded by his son, Mr. H. C. Randle. The business continued under the management of Mr. H. C. Randle and Mr. Clarke until 1914. This was a sad year for the concern. In August Mr. Clarke passed away after an illness of about three months, and later in November Mr. Randle died after a brief illness.

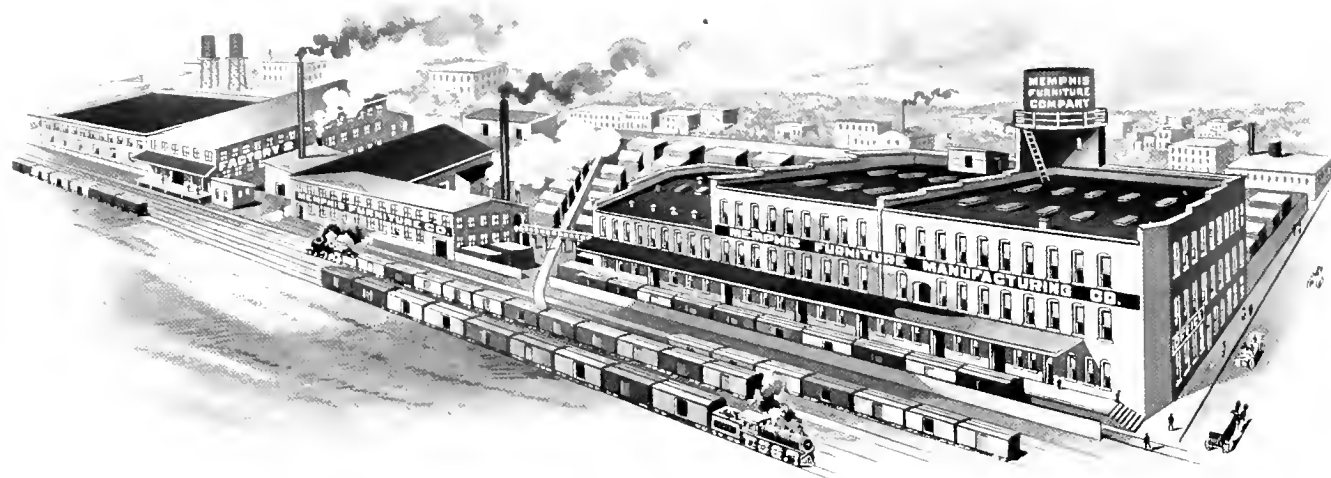
In December the following officers were elected to succeed the deceased members. The personnel of the present executive branch consists of J. E. Dolan, president; Harlow Barnett, vice-president; R. McFarquhar, secretary; Eldon T. Lesley, treas-

urer, and Mrs. Elizabeth Randle, chairman of the board of directors.

Finding the increased volume of business especially in their structural steel and foundry departments required the major part of their time and attention, they decided to dispose of their machinery and repair plant, negotiating a deal to this effect in 1913.

The rapid growth and increased volume in their structural steel shops and foundry have fully justified this move. Their excellent equipment and capacity for entertaining all contracts in structural steel, municipal castings, fire escapes, etc., and giving prompt service has secured for them a large number of loyal customers throughout the southern territory, so much so that the name of the "Chickasaw Iron Works" is an established reference in the offices of nearly all the prominent architects and municipal boards in this territory.

Their general office for the past fifty years has been located at 308 North Second street, corner of Winchester avenue. Their factories are reached by North Main Street-Chelsea Avenue cars and visitors are shown over the plant by courteous guides. It is one of the most complete plants in the south and is supreme in its territory.



A MODERN FURNITURE FACTORY

“Memphis Made”

One of the notable enterprises of which Memphis and its territory boasts is the Memphis Furniture Company, which is now operating two large plants and employing more than 300 persons.

In 1891 R. G. Morrow and W. P. Halliday, two enterprising business men, seeing the possibilities for a big furniture manufacturing plant in Memphis, established the Memphis Furniture Company. The plants are now located on the Southern Railway line and Dudley street, and on the Illinois Central line and McLemore avenue.

Since organization the company has flourished, due in large measures to the integrity of its founders, the quality of merchandise manufactured and the maintenance of equitable prices at all times. Today the company is recognized as one of the leading furniture concerns in the South.

The territory covered by the output of both

factories is the entire South. From the first factory established here has emanated three other large furniture manufacturing plants, the New Orleans Furniture Company, the Little Rock Furniture Company and the Oklahoma Furniture Company. Mr. Morrow is president of these three concerns as well as the local company.

Furniture of all varieties, designs and materials is manufactured by the Memphis Furniture Company. The boast of the officials of the concern is that everything a furniture store carries is made at the Memphis plants. In addition to special attention to a general line of furniture, the company manufactures a large line of chairs and floor coverings.

Officers of the company are R. G. Morrow, president; W. P. Halliday, vice-president; L. P. Jones, secretary and manager, and F. B. Whitaker, treasurer.



THE HOME OF ARTISTIC HOUSE FURNISHINGS

"A One-Price House"

While only a little more than a year old, the Jennings-Starke Furniture Co., formerly known as the Jennings-Wilson Furniture Co., now enjoys a reputation that is not excelled by any other similar concern in the South. Today it is recognized as one of the leading furniture houses in Dixie and few stores its equal can be found in any section.

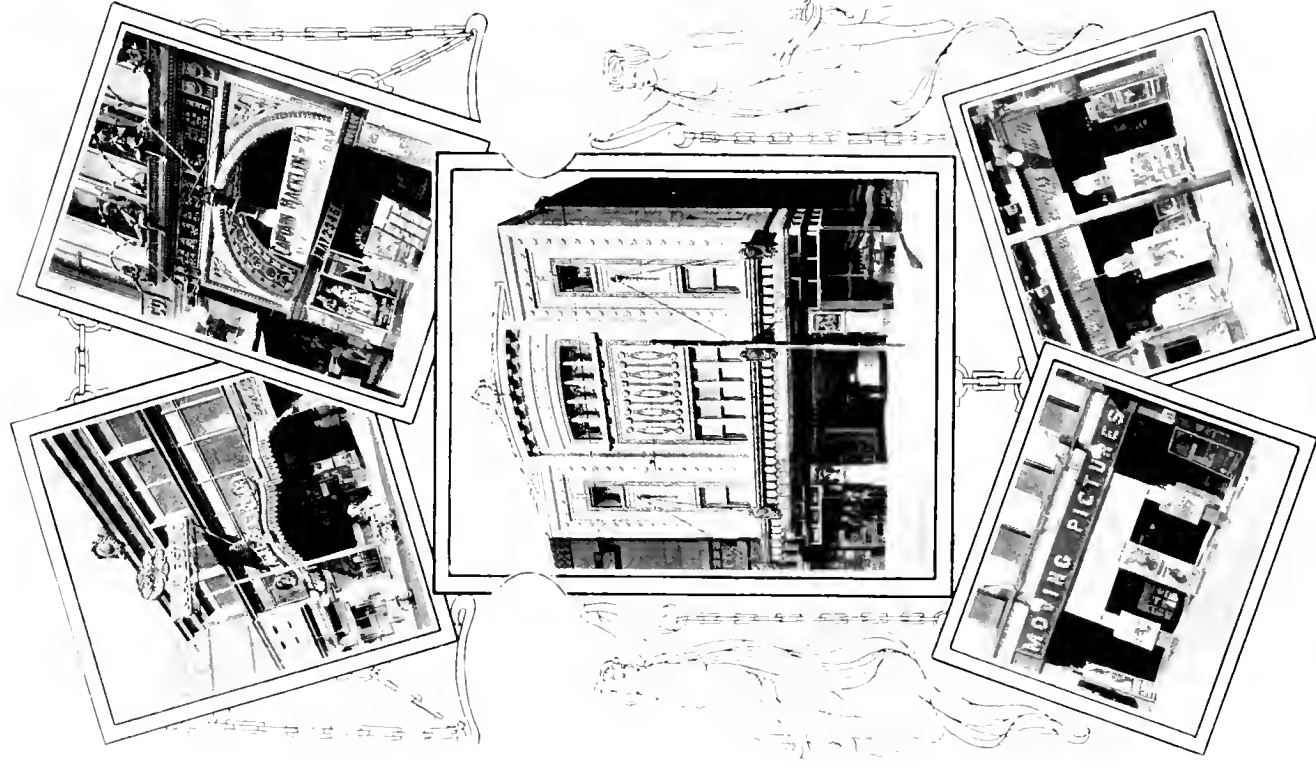
The commodious headquarters of the company at Main street and Gayoso avenue might properly be termed the busy and pulsating memorial to the thrift and progress of its management and attributed to the close and unvarying application of the firm's slogan, "One Price to All and That the Lowest."

While this motto has been an important factor in the firm's growth, personality, courtesy and uniform attention have been other essentials upon which the growth of the concern has been founded. The company has won the esteem, confidence and good will of the buying public of Memphis and vicinity greatly through the personality of its management. To this has been added the policy of giving the best for the lowest possible price.

Mr. Starke's knowledge of the furniture business is reflected in the quality and completeness of the stock which the concern carries throughout its building. It is the choice of the manufacturers' home and office furniture, both from domestic and foreign markets. Nothing has been omitted from the comprehensive stock that goes to make up the modern, artistic, useful and complete furniture house. Each department is complete in itself and in its extensive array may be found furnishings that fit both the pocketbook and the taste.

Both Mr. Jennings and Mr. Starke are thoroughly alive to the best interests of Memphis and the South. This is demonstrated in their active participation in everything that is for the betterment of the city in which they have established their business. They are gentlemen of broad optimism and civic spirit and through their business connections in Memphis have justly merited the esteem and confidence of all with whom they have come in contact.

The personnel of the firm includes Mr. A. E. Jennings, president; Mr. L. N. Starke, vice-president and manager, and Mr. Z. E. Jennings, secretary and treasurer.



MAJESTIC AMUSEMENT CO.'S "PLAYHOUSES OF QUALITY."



EMPLOYEES
of MEMPHIS BREAD CO.
AT A BANQUET DINNER



A MODEL BUILDING MATERIAL PLANT

Everything for Building

Is there a building big or small, a bridge, a roof or a cellar to be built in Memphis or near Memphis or within a thousand miles of Memphis, you will find the Fischer Lime and Cement Company on the list of bidders for the contract.

There's a reason. That reason is that the Fischer Lime and Cement Company has everything in building material that is to be had. Of course, the company does not supply hammers and saws or structural iron or door knobs and keyholes. But it furnishes the material for the cellar, the walls and the roof, and for perfecting interior appointments.

To enumerate the number of buildings in Memphis and the company's legitimate territory where the Fischer company has supplied material would require too much space for anything short of a booklet.

The cut on the opposite page is that of one of the most modern and best equipped builders' supply warehouse in the United States. This big building is located at Walnut street and Linden avenue.

One is almost amazed at the dimensions of the plant and the scope of its activities in supplying building material of nearly every description.

It is a revelation that so many things that the layman would not think of as entering into the make-up of his building are to be found under this roof. For instance, of their out-put, they handle cement, plaster, water proofing, cement paints, sewer pipe, fire brick, metal and wood lath, mortar colors and crushed stone.

They are the largest jobbers in the South and only recently were appointed distributing agents of the Philip Carey Company, of Cincinnati, O.

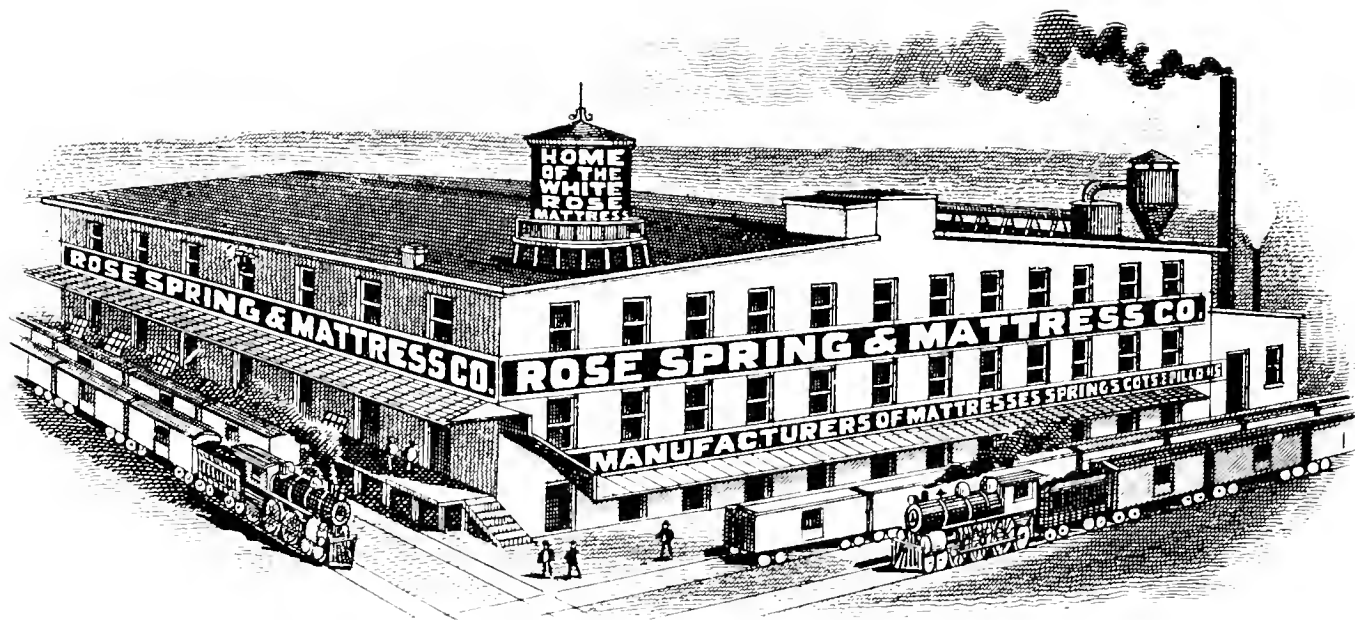
Through this connection with one of the largest plants of its kind in the world the Fischer company is in a position to supply every want of the building trades with the very best material put out by any factory.

Recently the company has established a well equipped roofing and pipe covering department.

Of the Philip Carey Company's output the leading products handled by the Fischer company are Carey Flexible cement roofing, roofing paints, tarred roofing felts, deadening felts, pipe and boiler coverings, asbestos paper and board, automobile brake band lining, and other articles.



GROUP OF EMPLOYEES OF THE MEMPHIS BAG CO.



RECOGNIZED AS THE BEST EQUIPPED PLANT OF ITS KIND IN THE SOUTH

This Book is presented to you through the Publicity Division of the Business Men's Club, and the following firms and individuals, by their show of civic pride and generosity, have made possible its publication.

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Jennings-Starke Furniture Co.
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York Lumber & Manufacturing Co.
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Lily-Purity Ice Cream Co.
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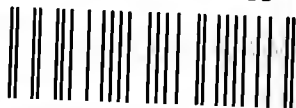


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